


PRINTERS' INK


A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

VOL. CII, No. 6

NEW YORK, FEBRUARY 7, 1918

10c A COPY

The 1918 EDITION *of the* **American Newspaper Annual & Directory** *Is Ready for Delivery*

Each new year calls for the new issue of a publication where the changes exceed 50,000 annually.

The present volume, which marks the fiftieth year of publication, contains a number of new features. Among these is a Population Map; an Economic Map; and an Army Map showing locations of camps and cantonments, giving list of their publications, etc.

A purchase while the year is new means longer service from the book. Descriptive matter on request.

The book will be sent anywhere in the United States (all charges paid) on receipt of price — \$10.00 — by the publishers.

N. W. AYER & SON
PHILADELPHIA, PENNSYLVANIA

WAR - TIME ADVERTISING

THERE was never a time in the history of advertising when the problems were so complex as they are to-day.

New Interrupting Ideas must be originated and new methods of appeal created to make the advertising dollar represent 100%. Every word, line, picture and merchandising plan must function with present conditions that business may endure and increase despite disturbance.

At the Federal Problem Table the new order of things is being crystallized for Federal clients to meet the economic demands of the government and public and yet increase the selling power of advertising.

"Put it up to men who know your market."



Consultation
without charge
or obligation

FEDERAL

ADVERTISING AGENCY, INC.

6 East Thirty-ninth Street, New York

30 North Michigan Ave.
Chicago, Ill.

PRINTERS' INK

Registered U. S. Patent Office

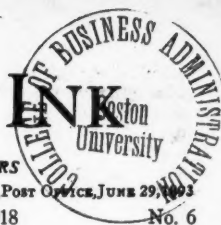
A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893

VOL. CII

NEW YORK, FEBRUARY 7, 1918

No. 6



Teaching the Nation to Want Kodak

How One Type of Appeal, Successfully Used for Thirty Years, Has
Built the Mammoth Eastman Business—The
Man Behind the Copy

By Bruce Bliven

AFTER all is said and done, you can't really know much about any given advertised business until you know something of the man who aims the advertising gun and pulls the appropriation trigger. Acting on that theory, PRINTERS' INK, the other day, started the writer off on a Little Journey, as it would be called in elbert-hubbardese, to turn a reportorial searchlight upon a Certain Man, who is advertising manager for a certain Widely Used Product.

It was on the twenty-ninth of April, 1892, that this man, then a youthful bookkeeper in a lumber yard in a small town, climbed down off his high stool, shook hands all 'round and said good-bye. On May 1st he started in as advertising manager for a manufacturer in a nearby city, who was already using national advertising, and planned to use more.

That advertising manager has been there ever since.

At this point, we suggest that the reader might call weakly for help, and faint away. An advertising man—and a real one, by all the powers!—holding down his job for twenty-six successive and indubitable years! It can't be done! Or if it can, it most certainly is not customary, to say the least!

Assuming that the reader has

been resuscitated, let history march on. When the present investigator sidled into the office of Lewis B. Jones, advertising manager of the Eastman Kodak Company, and president of the Association of National Advertisers, with the suggestion that an interview would be interesting, Mr. Jones shook his head.

"You don't want to interview me," he observed. "A man who's been in one job twenty-six years has no interesting story. You want to go and look at one of these peripatetic advertising managers, of the well-known grasshopper school. They have biographies which are simply bursting with facts. All I've done is help sell Kodaks. And film."

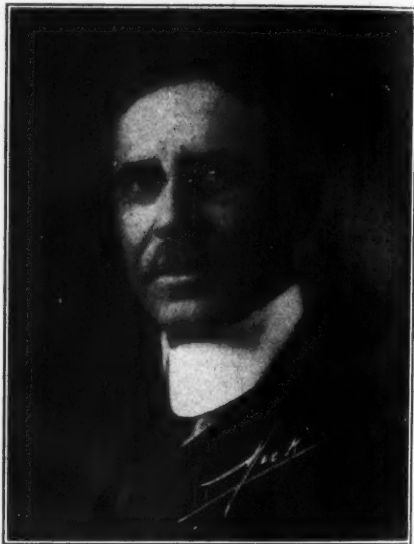
The interviewer, having gently disagreed as to the usefulness of the Mexican jumping bean in the advertising profession, kept on fishing. He wanted to know, for instance, something of the progressive development of the Kodak advertising since 1892. Had the passing years changed the basis of attack? Or do people nowadays still respond to the same old lure?

Developing this mammoth business from a modest "standing start" has been a very simple matter, to hear Lewis Jones tell it. "From the very beginning down to this day and hour there has been just one purpose in Kodak

advertising: to sell the *idea of photography*, the art of making pictures. Everything else is subordinate to putting across the pleasure of kodakery. If we show a picture of the instrument itself, it is only so that the purchaser may know in advance what it looks like. Almost the first advertising which was run (it went on the market in 1888) showed a picture of a father down on one knee bent over the Kodak taking a picture of his little daughter. And right here I want to make it plain that Mr. Eastman, who then gave much personal attention to the advertising, realized fully that it was the charm of photography, not merely his little twenty-five-dollar black box, that must be sold to the public. Another of those early pieces of copy was a picture of a man riding an old-fashioned high-wheel bicycle, snapping views as he went along." (That sounds like an acrobatic impossibility, but is reported by L. B. J. not to be particularly difficult.)

It is worth recording in passing that when you are with Lewis Jones it is hard to believe that he is competent to speak with authority on conditions twenty-five years ago, except the sort of things that Huck Finn knew all about—the old swimmin' hole, making willow whistles in the spring of the year, the robber band with their cave down by the creek, and one-old-cat. If one were writing a movie melodrama about him, a very good title would be, "The Most Youthful of the Veterans." A crop of thick, wavy black hair; a lean, tanned face with friendly eyes behind thick lenses; a mobile, quizzical

smile, and a brusque, youthful military moustache, are some of the items which sum total into this impression. Like a good Indian, he thinks fast but talks slowly; never smiles without meaning it, but means it often; and takes it for granted that people are human beings unless they prove themselves otherwise. And he can make a speech on the right occasion that gets you going. As



L. B. JONES, OF THE EASTMAN KODAK COMPANY

an example, read his speech on page 62 of this issue.

The subtle appeal to the "human values" of photography, which was worked out in that early advertisement showing father and daughter, is reflected just as strongly in the advertising copy of last week and next. The other day a battered envelope came to Mr. Jones' desk, defaced with the smeared blue mark of the censor. Within was a page Kodak advertisement torn from a magazine, showing a soldier sitting in the door of his "pup"-tent, looking at some snapshots of the folks at home. In a few words,



ONE WAY TO SAVE

"Everything costs so much!"

We hear it on every side. More than ever we must spend with care—must make our money go as far as possible—must know what we are getting.

We do this when we buy goods with a name—goods with a reputation—*advertised* goods.

Advertised goods are standardized. The maker's name or trade-mark is a bond of quality. He must live up to the claims he makes or he cannot continue to advertise because

- (1) People will not "come back" for more.
- (2) Publications that value their readers' interests will not accept his advertising.

You are practising true economy when you buy goods advertised in **CHRISTIAN HERALD**. The advertiser stands back of them to see that you are satisfied.

And we stand back of the advertiser.

Through weekly advertisements like the above—only larger—we show our readers how safely and satisfactorily they may do business with our advertisers. You are sharing in this responsive market when your copy is in the

CHRISTIAN HERALD

74% Circulation in towns under 10,000

Bible House

New York

the copy accompanying the picture suggested that views of the places and friends he has left behind are what the soldier likes best of all to get. The idea evidently went straight to the heart of one young "Amex," painfully learning, three thousand miles from home, to throw hand-grenades at the boche; for he had scrawled along the margin of the page, "This is the most truthful advertisement ever published!"



The Picture From Home

EASTMAN KODAK COMPANY Rochester, N. Y., *The Kodak City*

GOOD ADVERTISING, BY THE EASTMAN STANDARD—THE PICTURE TELLS THE STORY

"When we can get response of that sort we feel that our advertising copy is down to bed-rock," Mr. Jones remarked. "And that is what we are continually striving for—to get an air of *reality* into our work which will make the reader feel the humanness of it all, and will cause him to respond to it because of his own experiences. Several years ago, we were playing up 'the Kodak girl' in our copy, showing a photograph of a very pretty Miss with her camera, and emphasizing the

catch-line: 'Take a Kodak with you.' For some time I was not sure as to whether that advertising was the right thing or not, but one day I heard something which immediately convinced me it was. I discovered that they had a saying at Yale to this effect: 'To h—l with the Kodak! —Take the girl with you!' I knew at once that that advertising was at any rate strong enough in personality and reality to 'drive

home' into the consciousness of the college boy; and if it could do that, it was also reaching other people, and therefore selling Kodaks."

The series of advertisements featuring "the Kodak girl" was, like all the Eastman copy, planned to fulfill one very definite requirement which might fairly be termed Article One in the Jones advertising creed: *the picture*, if one be used at all, *must tell the story*, all alone. There are only four words in the current Kodak copy, already referred to, and reproduced on this page, and strict economy could have eliminated even these, for four hundred or forty thousand words couldn't make the message any stronger.

As Mr. Jones points out, you don't even have to read English to get the full force of such an advertisement as that. Just as the heathen Chinese or the darkest Hottentot can sit in the movie theatres of those far-off lands and enjoy the absurdities of Charlie Chaplin, unhampered by the fact that all the titles flash upon the screen in an unknown tongue, so the illustrated advertisement, speaking the universal language, drives its message home to everyone with eyes to see.

(Continued on page 106)

Effective—

THE AMERICAN WOMAN is one of a comparatively small group of high class women's publications through which the women living in the small towns may be effectively reached.

We say "effectively" because a message reaching her through the columns of a clean, interesting and vigorous publication like the American Woman, where every advertisement has behind it the endorsement and guarantee of the publishers cannot but receive careful and favorable consideration.

The more than 500,000 subscribers to the American Woman constitute a market worthy of your very careful and thoughtful consideration.

THE
AMERICAN WOMAN
GUARANTEED
CIRCULATION OVER
500,000 Net Paid

Western Advertising Office
W. H. McCURDY, Mgr.

Eastern Advertising Office
WM. F. HARING, Mgr.

30 N. Dearborn Street, Chicago, Ill. Flatiron Building, New York



100,000,000 people— yet supply exceeds demand

Formerly the great rewards were found in *large scale production*. Today they lie in *large scale selling*.



When commodities were made by hand, it was more difficult *to make* than it was *to sell*. *Demand exceeded supply*.

The era of machinery followed; production caught up to and passed consumption; *supply exceeded demand*.

Machinery for selling was developed—retailers, salesmen, jobbers—still selling was not equal to keeping up with output.

Some way of reaching purchasers and *making* purchasers by the millions, at a reduced cost, just as machinery was making commodities by the millions, at a saving, became a necessity.

Means of reaching the actual consumer, to educate and influence him, became essential. Direct mail, display, newspapers and magazines, afforded the necessary vehicles of approach. The utilization of these vehicles, known as advertising, afforded

the large scale selling force to keep pace with large scale production.

The American manufacturer has been quick to grasp every advantage in *production*. With the utmost care he has kept abreast of every mechanical development. Costs have been carefully figured, and when justifiable any investment necessary to still further reduce costs was made.



When it came to *large scale selling*, few manufacturers approached the subject in as intelligent a way.

Guesses rather than facts, too frequently constituted the basis of operation; prejudice or personal preference, rather than reason, was apt to be the deciding factor. Compromise occurred much more frequently in selling than in manufacturing. Even though the results arising from it were profitable, they were costly compared with the results that could be obtained by an adequate and proper use of modern selling machinery.

The laws which govern large scale selling will be found to be just as definite as those which govern manufacturing, if approached and studied with equal intelligence.



Production you can increase.* Demand—what preparations are you making for it? Are they in proportion to the market afforded by a hundred million people?

J. WALTER THOMPSON COMPANY

New York

Chicago Boston Detroit Cincinnati

*Production problems occasioned by the war are purely temporary and in no way affect the permanent trend of business today.

Color That Injects Life into Sales Appeal of Mail-Order Catalogues

How Colored Illustrations Enable Mail Buyers to See Goods as They Really Are

By John Allen Murphy

ONE of the first advertising jobs that I ever tackled was to compile a mail-order catalogue for a furrier. When it was completed I thought it was a "hum-dinger." That it would sell out the furrier's stock in no time, I was absolutely certain. Well, strange to say, the catalogue did pull quite a bunch of orders. But when the furs were shipped, somehow or other many of the plagued things came right back to us, just as though they were boomerangs.

It wasn't the fault of the furs. The catalogue was to blame. It oversold the merchandise. It got people to order without any clear idea of just what they were ordering. When the shipment arrived, the purchaser was disappointed and lost no time in putting a return tag on the package. The vast majority of these people had no complaint about the quality of their purchase. It was the color of the fur that displeased them. They ordered, for example, "taupe American fox," thinking, perhaps, that they were buying the natural fox color. When a dark gray animal tumbled out, when the shipment arrived, they were quite naturally dissatisfied. I discovered before many weeks had elapsed that it is difficult to sell furs to people by mail unless you give them a very clear and definite idea of the colors of the various skins. Such successful mail-order fur sellers as E. Albrecht & Son, of St. Paul, very simply get around this difficulty by putting a double-page spread in their catalogue, showing all the principal furs in natural colors.

One of the most notable developments in the making of catalogues during recent years is a decided tendency toward the use of colored illustrations. I, of

course, mean the use of color as a sales force and not for purposes of mere ornamentation.

The attention-getting value of color has long been recognized, but that it is also a powerful selling medium is a comparatively recent discovery. In the more intensive study that is each year being given to the art of catalogue selling, it has been found the more nearly the merchandise can be shown as it actually is the easier it is to sell it through the mails. Speaking generally, although there are many exceptions to the rule, goods depicted in their natural colors will outsell those represented in black and white.

It is easy to understand why this should be so. It is a mistake to assume that merchandise is inert and that it always requires argument or reason-whys to sell it. Merchandise, by itself, makes a strong appeal to possible purchasers. This is especially true if there is something about the goods that appeals to the eye. For this reason many articles tend to sell themselves if brought conspicuously within the range of people who may desire them. The whole art of sales display is founded on this principle. The tendency in catalogue making is to extend this same principle into mail selling. It is for this same reason that color is being more generally employed in all forms of advertising.

Of course, we should avoid coming to any cock-sure conclusions as to why color is being used in direct selling literature. It is impossible to make a whole-sale explanation. There are several reasons, which will be revealed as we examine a number of typical experiences.

Among the first to appreciate

1917 a Wonderful Year in

Providence

Second City in New England

— AND —

Rhode Island

Center of Most Densely Populated Part
of North America.

Every Industrial Record Broken in 1917

Bank Clearings	- - - - -	\$547,818,800.00
Assessed Valuation	- - - - -	363,146,280.00
Per Capita Wealth	- - - - -	1,431.10
Savings Deposits	- - - - -	160,915,644.00
Five Department Stores doing business of over	- - - - -	20,000,000.00
City Population, 1917 (estimated)	-	275,831
Trading Territory Population	- -	718,566

12,320,922

lines of paid Advertising

Show the Results Advertisers Get From

Providence Journal Evening Bulletin

Rhode Island's Great Newspapers

PROVIDENCE JOURNAL COMPANY

PROVIDENCE

RHODE ISLAND

Representatives—CHAS. H. EDDY CO.

NEW YORK

BOSTON

CHICAGO

the selling value of colored illustrations were the seed people. In an interesting letter to **PRINTERS' INK** explaining this, W. F. Therkildson, of W. Atlee Burpee and Company, said:

"We have always been firm believers in the use of color as a logical and proper method of illustrating both flower and vegetable products.

"Without going into a lot of de-

How can the desirability of one variety over another be better told than by color illustration, either comparing the two varieties or illustrating the newer or improved one?

"We issued our first lithograph cover in 1886. We have been steady users of it ever since, both in our advertising and in our catalogues. We have tried many processes, finally definitely deciding upon offset work for covers and color process for inside work.

"For 1918 we are increasing our color work over any former year, having twenty-four pages in color, more than one hundred varieties of vegetables and flowers so illustrated.

"There is absolutely no question about the value of color as a selling aid for seeds, our greatest problem being where to find sufficient stock to take care of such varieties as we illustrate in color. You, of course, understand that seeds, being a product of Nature, are circumscribed and bound around with limitations of Nature's laws, and, since we cannot make more seeds to meet the increased demand, we must of necessity go rather cautiously into the matter of varieties we illustrate in color each season.

"We have no figures available showing the comparative sales of varieties illustrated in color, but two or three years ago we brought out a new variety of gladioli, known as Fordhook Hybrids. This we illustrated in color and the sales practically cleaned us out of both seeds and bulbs. The following year we gave it a whole

(Continued on page 17)

SILKS

SILK MIXED CREPE
48c
Weight, 10 to 12 oz. per yard.
Medium crepe, 10 to 12 oz. per yard.
Medium crepe, 10 to 12 oz. per yard.

SATIN FACED RADIUM SILK
\$1.00
Weight, 10 to 12 oz. per yard.
Medium crepe, 10 to 12 oz. per yard.
Medium crepe, 10 to 12 oz. per yard.

ALL SILK MESSALINE
\$1.28
Weight, 10 to 12 oz. per yard.
Medium crepe, 10 to 12 oz. per yard.
Medium crepe, 10 to 12 oz. per yard.

RECORD POPLIN
65c
Weight, 10 to 12 oz. per yard.
Medium crepe, 10 to 12 oz. per yard.
Medium crepe, 10 to 12 oz. per yard.

NEW SPORT TUSSAN PONGEE
65c
Weight, 10 to 12 oz. per yard.
Medium crepe, 10 to 12 oz. per yard.
Medium crepe, 10 to 12 oz. per yard.

SELF PLAID TUSSAN
65c
Weight, 10 to 12 oz. per yard.
Medium crepe, 10 to 12 oz. per yard.
Medium crepe, 10 to 12 oz. per yard.

SILK MIXED SHIRTING
65c
Weight, 10 to 12 oz. per yard.
Medium crepe, 10 to 12 oz. per yard.
Medium crepe, 10 to 12 oz. per yard.

COLOR CHART

For Far East Post Shipment, include Amount of Charges Extra. See Page 100.

CATALOGUE PAGE FROM ORTHOCHROMATIC NEGATIVE, SHOWING COLOR VALUES. A PAGE THAT MAKES THE MOST OF THE STRONG INFLUENCE OF COLOR IN SELLING SILK. AN ARRANGEMENT THAT SUGGESTS ON A SINGLE PAGE THE WIDE RANGE OF COLORS TO BE HAD, THUS SELLING THE WHOLE DEPARTMENT

tail relative to the seed business, there are thousands and thousands of varieties of both vegetables and flowers. For instance, there are in cultivation in some of the big nurseries as many as two or three thousand varieties of peonies; more than ten thousand varieties of gladioli are known to the commercial trade, and thousands of varieties of sweet-peas.

"Their great difference is color.

Introducing Master Billy Byer



Publishers of *The American Boy* present Master Billy Byer, aged 16 years—a red-blooded, pep-all-through chap you'll cotton to and *listen to*, he's so chock full of profit making facts.

Billy Byer broadly typifies 500,000 readers of *The American Boy* whose ages average 15½ to 16 years, with 375,000 between 14 and 18 years. And, it's Billy's job to set down in his own language just what it means to be a boy of 16 today; to be buying things to wear and for sport; to be a factor in his own home; to be consulted about things to eat; new things for the house, and the car Dad is buying this spring; the tires to use—and, a lot of things!

Facts

500,000 boys read *The American Boy*.

They or their parents pay \$1.50 a year for it—*buying power!*

They average 15½ to 16 years old—*buying age!*

They have much to say about family purchases—*buying influence!*

The American Boy goes into 225,000 of the best homes in America—*leadership!*

"Where there's a boy there's a family."

THE AMERICAN BOY

"The Biggest, Brightest, Best Magazine for Boys in all the World!"

tips you fairly that Billy Byer is a regular handout on *inside* information; that he will put you closer to the boy-market than you ever were before, and that his findings will certainly take the lid off!

Billy begins operations in *Printers' Ink* of February 21st. He'll be a regular contributor for some time—and the facts he'll dig up will be worth pasting in your *Sure Thing Book!*



THE SPRAGUE PUBLISHING COMPANY

EASTERN OFFICE
E. S. MURTHY, Manager
120 Fifth Avenue
NEW YORK CITY, NEW YORK

J. COTNER, Jr., Sec'y-Treas.
DETROIT, MICHIGAN

WESTERN OFFICE
J. P. AHKENS, Jr., Manager
1418 Lytton Building
CHICAGO, ILLINOIS



MCCLURE'S

THERE is no magazine in the world *quite* like McClure's. No magazine can be *exactly* like McClure's. The big interests of the American people have *always* been reflected through its pages.

There are today more than two million American homes *directly represented, on land and sea*, in this big job of helping to win the war. This is now the supreme interest of our lives.

McClure's Magazine with so vital an editorial program will make its influence felt in no uncertain way through the hearts and minds of a great American audience.

Table of Contents for March McClure's

"With Such a Spirit—"

What Do You Think?

Frederick L. Collins

Triumph!

W. B. Trites

Illustration by James Montgomery Flagg

Wanted—Team Work

The Editor

A Song of Service [*Poem*]

Theodosia Garrison

"It's the Huns!"

H. C. Witwer

Illustrations by Hamlin Gardner

The Super-War

Cleveland Moffett

Illustration by Wallace Morgan

New York Stuff

Dana Gatlin

Illustration by Clarence F. Underwood

On Winning the War

Franklin P. Adams

Sketches by Crawford Young

Uncle Sam's Flour Barrel

Edward Mott Woolley

Illustrations by W. T. Benda

Where Our Boys Are Going

Inez Haynes Irwin

Wild Apples [*Serial*]

Anonymous

Illustration by C. E. Chambers

The Touch on His Shoulder

Frederick Irving Anderson

Illustrations by F. Graham Cootes

Two Wives [*Serial*]

Ernest Poole

Keeping Your Balance

Dr. Frank Crane

What Are These Voices?

Anna Steese Richardson

Illustrations by Herbert Paus

As to Melting Pots

Porter Emerson Browne

Illustration by Peter Newell

The Man Who Knew His Place

James C. Young

Illustration by P. V. E. Ivory

The "My America" League

The World on a Diet

Mabel Dulon Purdy

Our Fighting Dollars

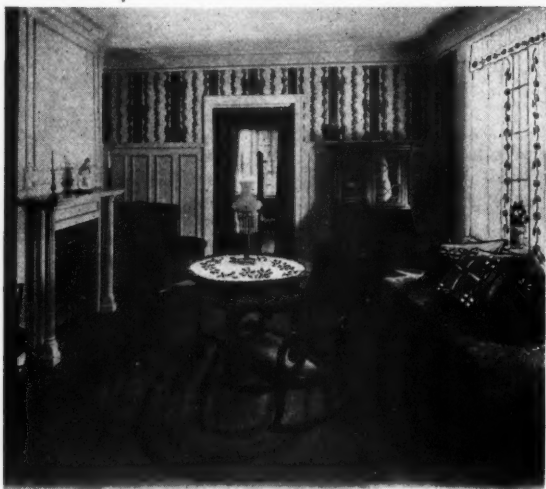
Paul Tomlinson

Cover by Neysa McMein

[of *The Vigilantes*]

Reflecting the spirit of the
Nation





Everywhere about the living-room

you can see the work of the deft-fingered Priscilla reader.

Perhaps it is a little group of gaily decorated flower pots at the windows; or a profusion of comfortable pillows, tastily embroidered; or an attractive lacy table scarf; or daintily stenciled draperies.

What some people call Fancy Work does not appeal to *frivolous* women. It is only the women who take pride in their homes and want to beautify them who have the necessary patience to do "Fancy Work." And it is this substantial class of women who make up Modern Priscilla's list of 600,000 readers. Priscilla's specialized editorial contents offer no attraction for others.

The Modern Priscilla

The Fancy Work and Housekeeping Magazine

85 Broad Street, Boston, Mass.

page in our catalogue with black-and-white illustration and the sales fell off fully fifty per cent.

"I might say that there is a saturation point in color. This is pretty true of other lines of merchandise, but I believe it is pretty hard to reach in the average seed catalogue, because individual tastes vary so in the matter of colors of flowers, and this is also true of vegetables. To the layman beets are beets or radishes are radishes, but the color of the different varieties has a lot to do with their market. In other words, one city will demand and use a dark-red beet and another city will be satisfied with a beet that shows white and red rings, and others prefer a very light red beet."

Mr. Therkildson's statement suggests three things about the use of color that deserve additional emphasis. The first is that it is very difficult to give an adequate idea of the beauty and the desirability of many products unless they are shown in their real colors. In mail selling this is becoming increasingly important. The representation of the goods must be as nearly accurate as it is possible to get it. If not, people will be dissatisfied when the merchandise arrives, and either return it or else conclude that buying through the mails is risky. No mail-order house can thrive on one-time customers. The goods must be sold before they arrive and this can be accomplished only by making the catalogue do the selling. Color helps to do this.

The second point this Burpee executive brings out is the value of color as a medium of emphasis.

Showing them in color is a fine way to make new goods stand out from the rest of the line. It is a practical method by which to increase the selling pressure behind any product. The Kalamazoo Stove Company, for example, by playing up in colors the models which it wishes to sell, has cut its line down from 700 numbers to 212. A manufacturer of children's wagons found that his stoutest



See Opposite Page for Descriptions and Other Colors of these Dresses

Seventh Ave., 34th and 35th Sts., New York City

Page 17

COLORING PAGES OF THIS TYPE ILLUSTRATE MERCHANDISE WITH AS MUCH VIVIDNESS AS IF THE ACTUAL GOODS WERE SHOWN

and most profitable model was about the poorest seller in the line. After many attempts to solve the problem, he finally hit on the idea of showing the poor seller in his catalogue in its own colors. In a few weeks the laggard became the leader of the line. A perfume manufacturer had been circulating the trade for years, but never had been satisfied with the returns. He had naturally as-

sumed that perfume sold on its odor and not on its color. Some one suggested that he send out colored photographs of filled bottles of the perfume. He did and, lo and behold, the orders resulting from the literature increased amazingly. After all, color did have something to do with selling perfume.

EFFECTIVE USE OF COLOR

Of the experiences of various companies in using colored illustrations to introduce new goods many an interesting story could be told. Right now the Cleveland Neckwear Company is using color for this purpose. It is advertising four tie novelties—one containing the figure and plumage of the peacock, one of the owl, one of a spring bird and the other of a butterfly. The many-hued design is the essential quality about these ties. It is easy to see that it would be difficult to sell them by mail to a buyer unless he was given a pretty true representation of exactly what the ties look like. It might be possible to stimulate his curiosity about this new merchandise, even though color was not used, but in that case he would be likely to ask for samples before he took the chance of ordering. Of course, that would delay the distribution of the article. Merchandise illustrated in color makes a strong appeal to the sense of sight. This sense is usually regarded as more potent in influencing sales than any of the other four.

The third point in Mr. Therkildson's letter brings up the question as to when color reaches the saturation point. In the seed business, apparently, there is no such thing. The limitation of the supply of the product is evidently the only factor that restricts the further use of color. It is common practice among catalogue sellers to put in a greatly increased stock of all articles that they illustrate in color. Usually such articles sell out clean. Logic would, of course, indicate that there must be a point beyond which it would not be profitable to

use color, but so far the employment of color is still in the infancy of its development and not enough data are available to enable one to establish any hard and fast rules on the subject.

The big mail-order houses have gone further in the employment of color than any other class of catalogue users. But even in this field its use has been somewhat restricted. There are two main reasons for this. In the first place, there are mechanical difficulties in the way of putting out huge editions of a book containing a large percentage of color pages. "A drawback to color pages," as the vice-president of a well-known mail-order concern expressed it, "is that merchandise must be selected and in 'work' thirty days sooner than when black-and-white illustrations are used. This is a serious handicap when style merchandise is featured."

QUESTION OF EXPENSE

In the second place the expense has to be considered. Unless it is reasonably certain that the illustration in colors will produce a vast increase of business over what a black-and-white illustration would bring in, the catalogue seller cannot afford to take the chance. One house figures that a black page must produce \$5,000 worth of sales and a colored page \$20,000 worth. All the sales probabilities of the article are carefully weighed and unless the returns promise to justify the expense, the article is not regarded as a suitable candidate for color promotion. When products that are to be listed in the catalogue are submitted to this test, of course the majority of them can't qualify. This, in itself, greatly limits the number of items to be featured in colors. The mail-order people recognize that color livens up a catalogue, but they will not use it for that reason alone. It must also sell enough goods to pay its own way.

The ideal, of course, would be to show all merchandise in its own colors, but that is obviously

impractical. As a matter of fact, it isn't necessary. The sale of many things is not noticeably helped by color. They sell just as well when shown in black and white. This applies especially to those articles where the more simple illustration is sufficient to show them as they really are.

GREAT POSSIBILITIES AHEAD

The science of color advertising is still a long way from being perfected. Most of the houses that use it are still experimenting. They have formulated few rules. They believe firmly in its value, but they are not dogmatic in their opinions about it. They realize that they have a lot to learn about when, where and how to use it. One mail-order concern, for example, had marked success in using colored illustrations in its general catalogue. On the strength of this it decided to issue a special book entirely in color. It was not a success. It pulled no better than a book all in black, and, of course, the vastly increased expense of getting out the more pretentious publication ate up all the profit and then some. This house, in common with many others, has now concluded that colored illustrations are most powerful in compelling sales when the number of them in the book is limited. If there is only an occasional page in color it stands out like a house on fire and halts the catalogue shopper right there. Since the number of colored pages to be used is limited, catalogue sellers are saving those few pages for articles that should be shown in color and for articles on which it is desired to lay special selling emphasis. In Sears, Roebuck and Company's catalogue Number 135 we find the following articles illustrated in their true colors: misses' dresses, women's dresses, skirts, women's suits, girls' dresses, women's coats, waists, children's dresses, children's knit garments, sweaters, shoes, comfort slippers, men's suits and coats, mackinaws, materials for pants, school suits, etc., men's shirts and caps, suitings and dress materials, blankets,

silks, Christmas novelties, ribbons, carpets, rugs, linoleums, jewelry, clocks, toilet sets, toys, candy, stoves on a color background, cream-separators, buggies, paint and roofing. Of course, the whole department is not shown in color. There are only a few color pages devoted to each line, on which leading numbers are exhibited. In all there are 118 color pages in the book out of a total of 1,632 pages. In high-grade specialty catalogues, like that of the National Cloak and Suit Company, there is usually a higher percentage of colored pages. The National's last summer edition had about 58 out of 402 in all.

It is easy to see why most of the above articles were selected for color exploitation. They are products that have a distinct eye appeal—products where color plays an influential part in making the sale. This is decidedly the case with rugs, carpets and other floor coverings. Most people will not buy a rug until they are sure it is the color they want. Sears, Roebuck and Company devote twenty-four color pages to this department, or more than to any other item. In nearly all catalogues where rugs are listed they are illustrated in colors. It seems to be impossible to represent them adequately in any other way.

HOW SEARS, ROEBUCK DO IT

In the Sears' catalogue the subjects for chromatic display are selected with much skill. There are, for instance, several pages given to the candy department. It is a well-known fact that it takes display to sell candy. A sentence from the Sears' copy explains it. "Does the illustration of this fine mixed candy," it says, "make you hungry for it?" That is exactly what happens when confections are well displayed. To exhibit candy to the best advantage in a catalogue, it should be shown in its own color, but, of course, that would not be profitable where there is a lot of it to be shown. This Chicago mail-order house overcomes this difficulty by showing the first page of the candy

section in colors. The items exhibited there are big, compelling leaders. They rivet the attention of the reader on the department and send him hungrily through the black-and-white pages in search of other dainties. The same idea is followed out in other departments.

The mail-order houses can check up accurately the relative sales value of colored illustrations. They know, for instance, that when a dress is listed as coming in blue, gray, tan, copenhagen, rose color and green and if the accompanying illustration is in, say, rose color that the dress in that color will out-sell the rest. If good judgment was shown in selecting the style and the color to be illustrated, often the exhibited color will out-sell all the others put together. That is a remarkable testimonial to the potency of color as a sales force.

INGENIOUS METHODS OF USE

Houses that sell tailored suits by mail have had a similar experience. They often show, in colors, a suit or two on figures and, then to give an idea of the rest of the materials that can be had, they illustrate colored swatches. Generally the material in the suit will greatly out-sell those shown by swatches. If it were not for the swatches, orders would run almost entirely to the material in the suit. Of course, people who did not like the color of the suit would not order at all. This plan of illustrating swatches is used in several departments of a big mail-order catalogue. In some cases, as in silks, color charts are shown. All kinds of ingenious methods have been worked out to give patrons an idea of the hue of the goods they are asked to buy. Where an article runs into money or where the sale of it promises to be very big, one or two or three of the items are shown on a page. Where the article is of small value, such as children's dresses or boys' suits, a dozen or more of them are crowded onto a page. Each page has to be made up so that it will produce its required quota of business.

The back cover of most mail-order catalogues are illustrated in colors. It is the custom to let some smashing bargain on this space—an offering that will command recognition the moment it is seen. With the exception of the front cover, the back page of a catalogue is the one seen the most frequently and by the most people. Goods shown there have a tremendous sale. If extraordinary value is offered on that page it may be the means of opening up accounts with hundreds of new customers. The reason for this is that visitors to a home where the catalogue happens to be lying on a table are likely to be attracted to the illustrations. Picking up the book, they instantly see that the cover offerings are great bargains. The chances are the visitor will then ask to borrow the catalogue, or else send for one of her own. Any number of mail-order buyers have been started in just this way.

There is a tendency, also, to offer something for sale on the front cover. Several houses that have tried it find that the space is too valuable to leave empty. It can be compared to the show-window of the store. In the past it has been the general custom to make the front cover decorative and not too obviously commercial. The cover of Sears' catalogue of last fall, for instance, contains the figure of Justice, holding her proverbial scales.

Getting some pithy, pregnant statement on the binding of the catalogue, in the case of those houses that issue big books, has always been regarded as important. The National Cloak gets across some message in this space to the effect that the publication contains New York styles. Sears, Roebuck heralds a slogan about money being refunded.

These are all refinements of mail-order selling that have been carefully worked out through years of laborious and often expensive experience. The knowledge about how color piles up sales, which is only one field in

(Continued on page 25)



We have wanted the right man to represent us on the Pacific Coast.

We have found him in *W. F. Coleman*, who is now our Pacific Coast Advertising Manager and who will work for the development of more national advertising from California, Washington, Oregon and Western Canada.

Leslie's advertising office, 737 Henry Building, Seattle, is at the service of present or prospective national advertisers, whether or not immediate consideration of *Leslie's* or *Judge* is involved.

THE LESLIE-JUDGE COMPANY

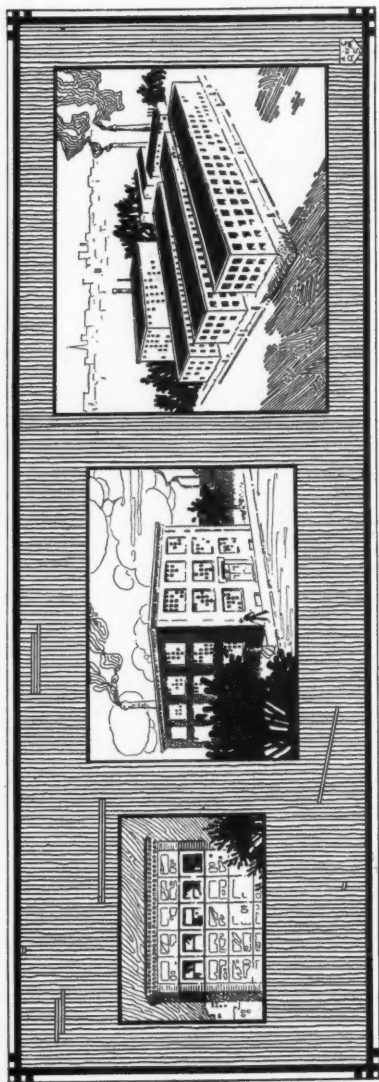
John A. Schleicher
President

New York

Boston

Chicago

Seattle



This Firm moved to Canada *advertised—prospered*

THERE came to Canada not many years ago, "A United States Industry." They spied out the land and engaged a loft wherein to commence manufacturing their particular line of goods.

They then advertised in *Canadian Newspapers* and soon their loft became too small to accommodate their growing business. Shortly they moved to a larger building.

Canadians are not neglecting business because they are at war. Everybody is working, everybody is prospering.

Industry." They spied out the land and engaged a lot where to commence manufacturing their particular line of goods.

They then advertised in Canadian Newspapers and soon their loft became too small to accommodate their growing business. Shortly they moved to a building of their own—a large four-story building.

Now they have moved again, but this time to a "young town" of their own which they have built on the outskirts of a certain Canadian city.

Their present factory compares not unfavorably in size with the original parent plant in the United States.

The point is this: You, Mr. U. S. Manufacturer, should not be misled by the fact that there are only 8,000,000 people in Canada. Canadians are alert, active, and consume per capita an immense amount of goods. They want every modern improvement, every labor-saving device, every luxury and convenience, and they can pay for them. The actual and potential buying power of eight million Canadians is out of proportion to their numbers.

Any newspaper (or its representatives in New York and Chicago) in the list below, will be pleased to receive and answer fully, your enquiries regarding the actual and potential market for your goods among their readers.

NOTE—This advertisement is one of a series of twelve, all of which contain valuable information and data on Canada under war conditions. They have been prepared in portfolio form. Any of the Newspapers named below will send you a portfolio free upon application. Write for it.

City of Publication	Name of Paper	City of Publication	Name of Paper
Halifax	HERALD & MAIL	Saskatoon	STAR
Montreal	GAZETTE	Calgary	PHOENIX
St. John	STAR	Edmonton	HERALD
Quebec	STANDARD	Vancouver	ALBERTA JOURNAL
Ottawa	TELEGRAPH	Victoria	BULLETIN
	JOURNAL-PRESS		SUN
	CITIZEN		COLONIST

Canadians are not neglecting business because they are at war. Everybody is working, everybody is saving, everybody is spending and investing—in spite of the fact that over 400,000 young Canadians are overseas fighting.

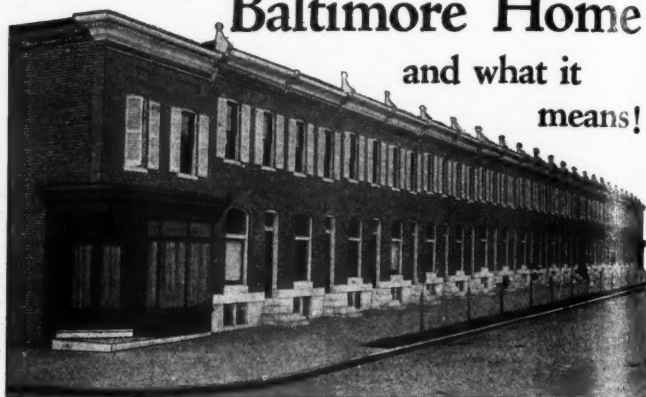
And the way to the Canadian pockets lies through the advertising columns of Canadian Newspapers.

You will find in their columns the advertisements of every leading Canadian firm, literally hundreds of United States firms resident and non-resident in Canada, and many British houses.

When is YOUR advertising going to appear in Canadian Newspapers?

The sooner you advertise in Canadian Newspapers, the sooner you will find that Canada is one of the most satisfactory and profitable merchandising fields that the American Manufacturer can cultivate.

Famous Type of Baltimore Home and what it means!



Typical row of 2-Story homes in Baltimore residential section—Note the white marble steps

ONE of the most sharply characteristic things about Baltimore is its miles and miles of two-story homes and its ever-present, dazzling white marble steps! Baltimore's yearly bill for cleansers alone must run up into the tens of thousands!

In Baltimore "tenements" are practically unknown. On the contrary, 52,499 out of the 115,157 dwellings in closely-confined Baltimore City alone, or 45½%, ARE OWNED BY THE PEOPLE WHO OCCUPY THEM! Surely a market made up of this thrifty home-owning, money-to-spend type offers the most promising field for your sales campaign.

Almost as many copies of The Baltimore NEWS are sold every evening, daily and Sunday as there are homes in Baltimore! Despite the Monday closing order, the net sale of the NEWS the five afternoons before the remaining open days in the new short business week for the week ending January 26, was 106,583.

For More Baltimore Business Concentrate In

The Baltimore News

Automobile Show Number, January 19th—66,870 lines

DAN A. CARROLL
Eastern Representative
Tribune Building
New York

How A Webb
Advertising Manager

J. E. LUTZ
Western Representative
First Nat'l Bank Bldg.
Chicago

which remarkable progress has been made, has been growing slowly through the years. One fact was found out, sometimes accidentally, and then later on this led to the finding of another fact.

Discoveries were made in some such way as this: A mail-order house had been selling work shirts to miners out West. After a while, it tried the plan of showing the shirts in their actual colors. At once the sales jumped enormously. The explanation is simple. The illustrations enabled those miners to visualize the product that they were asked to buy. The chances are they had but a poor understanding of the English language. From the description they were not able to see in their mind's eye just what was offered. But when illustrations in colors were placed before them, it was different. Then they could see the shirt as it is and no longer hesitated to buy.

Very few people have the ability to visualize. Color is the best selling medium to use to reach these people. It gets its message to the "show me" crowd. It jars the lethargic and stimulates the imagination of the unimaginative.

Death of Captain De Witt J. Payne

De Witt J. Payne, formerly Western manager of the *Woman's Home Companion*, and recently commissioned captain in the Aviation Corps, died last week at Camp Everman, Texas, following a fall of his machine. Captain Payne was in charge of instruction at this camp, and was flying at a considerable altitude when he saw a student flyer, with his machine, entangled in the branches of a tree and descended to give him aid. His own accident, which cost him his life, occurred when he was about 300 feet from the ground.

The remains were taken to South Bend, Ind., for burial. Captain Payne's sister, Mrs. W. L. Stover, of Birmingham, Ala., was the nearest relative.

Captain Payne was well known in the advertising field where he had many friends. He began his advertising career in Minneapolis, where he was connected with the Corning and Dollenmeyer Agencies. In 1914 he joined the advertising staff of *Vogue*, with which he remained until he resigned to take a position with the *Woman's Home Companion*, first representing that magazine in the New England territory and later as Western advertising manager with Chicago headquarters.

He served during the Mexican border campaign with Battery C, First Illinois Field Artillery. In June, 1917, he enlisted in the aviation section of the army and trained at the Champion and Rantoul Camps, where he was commissioned a lieutenant. Subsequently, he was transferred to Washington where he was attached to the office of the Chief Signal Officer. He was then sent to Mineola, where he was commissioned captain in the army. Finally in December last, he was transferred to Fort Worth, Texas, where he had charge of the three camps of his squadron, which included the Royal Flying Corps composed of Canadians.

Advertisements Wanted for Army Newspaper Abroad

A. W. Erickson, of the Erickson Company, Inc., New York, a few days ago received from General Pershing a cablegram asking him to secure 300 inches of advertising for the new official weekly newspaper which is to be issued for the benefit of the soldiers of the American Expeditionary Force. As no funds are available to provide for the expense of issuing the paper, which is to be called the *Stars and Stripes*, it is hoped that a sufficient amount can be raised to meet the cost through advertising. In his cablegram General Pershing suggested that manufacturers of cigarettes, safety razors, chewing gum, soap, etc., which have a large army sale, might be glad to avail themselves of the opportunity to make firm friends of many money-spending Americans for life and at the same time do a patriotic thing for the country. The new weekly will print news from home, news concerning happenings in the army abroad, etc.

Mr. Erickson has accepted the commission and has already sent letters to the members of the American Association of Advertising Agents asking them to co-operate with him. He told a PRINTERS' INK representative that he believes within a week enough advertising would be secured to keep the *Stars and Stripes* going for at least three months. He will be glad to hear from any one who may be interested in the proposition. Space is sold at \$1 an inch per issue.

To Direct duPont's Paint Advertising

Robert W. Sullivan formerly assistant advertising director of the Lowe Brothers Company, Dayton, Ohio, has been appointed advertising manager of the paint interests of E. I. du Pont de Nemours & Co., Wilmington, Del., which now include the Harrison Works and the Bridgeport Wood Finishing Works.

Ingersoll Account to Federal

The advertising account of Robert H. Ingersoll & Bro., New York, has been secured by the Federal Advertising Agency of that city.

Larkin's Experimental Retail Stores

Why This Mail-Order House Started Them and How They Are Operated

By C. B. McCuaig

THE rumor that The Larkin Company, Buffalo, N. Y., is seriously considering the establishment of a number of retail stores, and for some time past has been conducting experiments along that line on a rather large scale, was confirmed by John D. Larkin, Jr., vice-president and treasurer of the company, in a talk with a representative of PRINTERS' INK. He explained that the work done so far along these lines has been largely experimental, and that any announcement regarding future policy at this time would be premature, but already the company has five stores in operation, three of them in Buffalo, and it is probable that the number will be doubled within the next thirty days.

"It has always been our policy to search for economical units," said Mr. Larkin, "and the purpose of these stores is to facilitate the natural filtration of distribution. The stores we are now operating and planning are simply a series of experiments. They are intended to test certain merchandising principles. Like any other course of experiments there is no use in making forecasts until the data are all in hand. All that can be said at present is that the experiments are progressing very nicely, and that the whole plan is in line with our policy of getting goods from the manufacturer to the consumer in the most direct way possible."

Mr. Larkin made no estimate of the number of stores which the company would operate, but he implied that the plan would be carried out on an extensive scale if the experimental stores show that this method of distribution is advisable.

The first of the Larkin stores was started at Buffalo more than two years ago in connection with the company's plant. In its or-

ganization and mode of doing business the mail-order atmosphere was very noticeable. The goods were on display, but there were no clerks behind the counter to take your money, in fact there were no counters. Instead of going through the usual procedure of buying you wandered about looking over the goods at your leisure, and after you had made your selection you went to one of several desks with electric signs pointing their location, and made known your wants to a "sales clerk" who filled out one of the regular Larkin mail-order forms, and the goods were delivered to your address. The same plan was followed in handling telephone orders. The customer was supplied with a catalogue, and from it ordered what was needed over the telephone, a regular order form being made out at the other end.

SEEKING SIMPLEST DISTRIBUTION OF GOODS

The success of this first Buffalo store was apparently tremendous. Larkin goods soon found their way into thousands of Buffalo homes where they had never been before, and housewives seemed to like that way of doing business.

This store was what might be labeled Experiment 1. Other experiments verging on the same and different lines were started in Peoria, Ill., Chicago, and Philadelphia. What results they have shown there is no way of knowing, for the company simply considers them part of a general experiment in merchandising. They are searching for what Mr. Larkin terms "natural filtration of distribution," or in other words the most natural and simple way of getting goods from the manufacturer to the user. This has always been the essence of Larkin merchandising, and the

company has given no hint of modification or change of policy as far as the regular mail-order business is concerned on account of the establishment of its retail stores. They are viewed simply as "economical units" in distribution.

The later stores which Larkin has opened are more along the generally accepted lines. Stocks of what might be termed "dry groceries" are sold directly over the counter. Whether this plan will be carried out in the other stores which are to be opened in the very near future has not been announced. Neither has the management seen fit to make any statement as to how far the idea of establishing branch stores will be carried.

With International Sign Co.

James L. Woolson, advertising counsel of the Gerlach-Barklow Company, Joliet, Ill., has been placed in charge of the Chicago office and territory of the International Sign Company, Cleveland, O.

Periodical Publishers Endorse Daylight Saving

The Calder Daylight Saving bill, already passed by the United States Senate, has been endorsed by the Periodical Publishers' Association of America. At the last meeting of the association resolutions were passed to this effect, urging Congress to pass the bill as a war emergency measure.

Business Paper's Increased Stock

The capital stock of the Motor Vehicle Publishing Company, New York City, publisher of the *Automobile Dealer and Repairer*, has recently been increased from \$10,000 to \$50,000.

Paul C. Stark Joins "American Fruit Grower"

The American Fruit Grower, Chicago, Ill., has appointed Paul C. Stark associate editor. Mr. Stark is vice-president of Stark Brothers' Nurseries, Louisiana, Mo.

Jane Carroll Opens Agency

Miss Jane Carroll, of the advertising staff of *Women's Wear*, New York, has branched into the export advertising field and is conducting an agency in New York.

The George L. Dyer Company 42 Broadway New York



**Newspaper, Magazine
and Street Car Advertising**

Publicity and Merchandising Counsel

How Much Can You Sacrifice to Get the Professional Endorsement?

The Sad Story of the New York Drug Store Which Would Sell Nothing Except Filled Prescriptions

From McKesson & Robbins' "Drug Topics"

NEW YORK torpedoed its one and only strictly ethical drug store two weeks ago.

With the red pennant of the god Terminus floating from its door and the mournful dirge of the auctioneer chanting the last rites for the dead, *Avernus gathered it in.*

For more than one year the store which was called by its owners "The Ethical Drug Store" buffeted hostile gales and winds in a vain and hopeless attempt to prove that a store dedicated to the highest ideals of pharmacy, without toilet articles, soda counter, cigars, candy, stationery, or any of the dozen other trade-drawing side lines of the modern pharmacy, would appeal to enough physicians and laymen to make a profitable place for itself in the scheme of things.

To demonstrate their confidence in their plan, its promoters rented a store in a fashionable apartment house at the northeast corner of 88th Street and Broadway, in the heart of the highbrow section of the city.

Everything was finished in the richest of white enamel. As you entered the store it was like entering the foyer of a swell apartment house instead of a store. There were no side counters such as you ordinarily see in a store. Back in the rear, stretching partly across the width of the store was a prescription desk or counter, with pharmaceutical scales, about fifteen feet wide.

In the front, a rug nestled cosily on the mosaic stone flooring. Toward the window was a long mahogany settee with a number of mahogany chairs on which customers might rest, while waiting for prescriptions to be filled. A little way off from the settee stood

a handsome mahogany table, which was covered with plate glass and filled with popular reading matter.

Along the side walls were shelves, neatly arranged, as they used to be in the old-fashioned apothecary shop, with imposing looking bottles of tinctures, elixirs, and other pharmaceuticals, crude drugs, etc.

At one end was a silent salesman, glass enameled wall case, extending from the floor to the ceiling. This was filled with pharmaceutical specialties in the package form, such as are prescribed by physicians.

In the whole place there was not a patent, a home remedy, a perfume, a face powder, a dentifrice, a tooth brush, a piece of soap, a piece of stationery, candy, or a cigar—not a thing such as you see in any regular drug store—except what a doctor may prescribe.

An atmosphere of cryptic quiet and dignity pervaded the place.

The windows were different, too. From the top of them hung a pair of short French curtains, two to three feet deep. On the floor of the window rested a copy of the *Pharmacopeia*, a mortar and a pestle. These never changed.

Divers men and women, who could not tell a *Pharmacopeia* from *Gabriel's GOOD BOOK*, believing the shop an up-to-date book store, took their prescriptions across the street to the drug store of P. M. Everts.

Men who hew strange paths should set up familiar road signs if they expect them to be traveled.

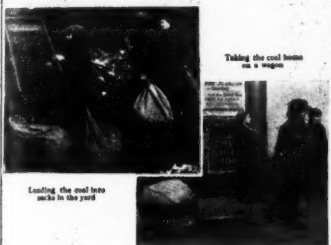
Only a few in a million have the spirit of the explorer; the herd sticks close to the beaten path.

With the opening of the store, its promoters began a systematic

Playing On the Heart Strings of the Men Who Mine the Coal

January 15, 1918 COAL AGE

MINERS! Kiddies like yours are waiting in long lines for hours in hope of getting your coal. Some of them don't get any but go home to a cold stove.



DO ALL YOU CAN to help them get it. "Inasmuch as ye have done unto one of the least of these, my brethren, ye have done it unto Me."

The reproduction herewith is an example of the "poster pages," printed in English and foreign languages, which *Coal Age* is publishing with the suggestion that posters be displayed through the coal mining properties, and they are being so displayed. Isn't it easy to imagine the industrial value of

this kind of thing in the present crisis?

Valuable to mine owners. Valuable to mine workers. Valuable to the American people. Valuable to the American Government. Valuable to all American industry. A service of constructive, timely, effective leadership.

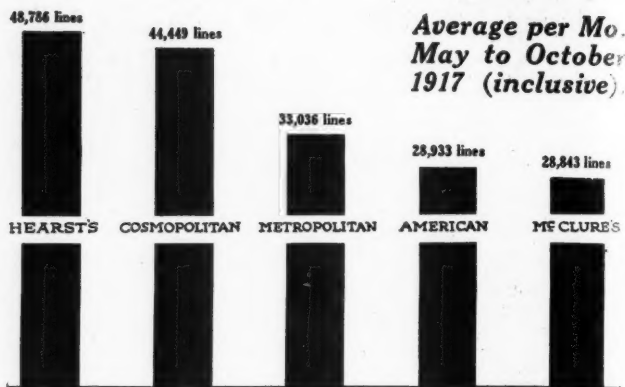
That is the McGraw-Hill ideal of service. An ideal that makes these publications such powerful instruments for leadership in the business of the world.

McGraw-Hill Publications

Serve a Buying Power Aggregating Billions of Dollars Annually

<i>Power</i>	<i>Coal Age</i>	<i>Electric Railway Journal</i>
<i>Electrical World</i>	<i>American Machinist</i>	<i>Electrical Merchandising</i>
<i>Engineering and Mining Journal</i>	<i>Engineering News-Record</i>	<i>The Contractor</i>
	<i>Metallurgical and Chemical Engineering</i>	

All Members of Audit Bureau of Circulations



Lines of Editorial Matter

HEARST'S editorial contents is never regulated by the amount of advertising carried. There is always a uniform volume of reading matter.

This uniform volume is larger than that of any other monthly magazine. Also every editorial line in Hearst's Magazine—every illustration and decoration, is by a well-known popular star.

These two facts mean a heaping measure of reader interest and a correspondingly bigger measure of advertising value.

Hearst's Magazine

canvass of physicians for a mile or two around.

This was followed up at regular intervals with beautifully printed circulars emphasizing the fact that the store handled only physicians' prescriptions and sold no self medicants of any kind. For ethical reasons the active support of all physicians was asked. Physicians who failed to send the store prescriptions, were sent special letters at regular intervals, re-emphasizing its superior advantages and expressing surprise that they had not availed themselves of them. Some of the doctors, it is said, did not like this jacking up.

If the physicians didn't turn handsprings to jimmy customers into the Ethical Store, the same cannot be said for the Ethical Store, in its effort to jimmy customers into the office of physicians. No drug store ever played a squarer game with the medical profession. From sun-up to "Taps" it sang only one song, played only one tune and preached only one sermon—the doctor.

If a customer asked for castor oil, quinine, or any one of the hundred odd items needed from time to time to relieve some simple ill, the Ethical Store refused to sell it to him.

"Better see your doctor and get him to give you a prescription for the trouble," was the invariable advice.

If the customer couldn't see the war-time economy of blowing himself to \$2.00 worth of advice to get a 10 cent cathartic, the clerk politely suggested that the customer go to P. M. Everts' store on the corner opposite, where the desired purchase could be obtained.

This without thought of the fact that Everts was a live competitor, who in addition to all the customary side lines of the modern drug store, maintains a high-class prescription department that has long enjoyed the confidence of the best physicians of the neighborhood.

It takes a stoic nature to stand by complacently while expenses

pile up and deliberately turn away breakfast money from the door with a smile. Yet that's just what the Ethical Store did—turned away thousands of dollars—for a principle it believed to be right.

A hungry man who can send chicken pot pies to his prosperous neighbor without the bat of an eye lash, for the love of a dogma, has a heart of oak and the fire of which martyrs are made.

The Ethical Store went even further than this. So ethically orthodox was its policy that not even customers who brought prescriptions to be filled could buy a bottle of citrate of magnesia supplementary to their prescriptions, unless they stated that the physician who gave the prescription had ordered the magnesia. In each case a regular prescription blank with the name of the physician ordering the accompanying prescription was attached to the magnesia bottle. If the customer stated that the doctor had not ordered the magnesia, it would not be sold.

After nine months of rigid adherence to this policy, the store modified its rule last May and introduced dentifrices and a few other standard toilet preparations, like perfumes, face powders, etc. But until the last shot was fired, it refused to sell self medicants and plugged the doctor's game for prescriptions. Even its Swan Song, as the good ship began to creak in its bones and grow soggy, was a plea for the business of the physician.

It was a heartbreaking task. The doctors did not and would not support it. To the public it was like a strange cult to which its heart could not warm or imagination quicken.

Convinced of the futility of raising strawberries in a turnip patch, the man with the red flag was sent for, the lid screwed on the casket and the remains carried away.

And for years to come good men will lay violets, sweet myrtle and hollyhocks on the grave of an idea that was ethically correct, but commercially dead wrong.

Problems of the Paper Manufacturer

Senator Fernald Gives Some Vital Information on This Subject

THE manufacture of paper is very closely associated with the business of advertising. If the supply of paper is affected, if labor costs rise, if pulp becomes scarce or the demand for the finished product largely exceeds the output of the mills—then the interests of advertisers are immediately concerned. Because of this fact, readers of *PRINTERS' INK* will be interested in reading what Senator Fernald of Maine said of the Maine paper industry, addressing the United States Senate on the joint resolution "to provide further for the national security and defense by insuring to the Government of the United States an adequate supply of print paper at a fair price and by insuring a supply and equitable distribution at fair prices to the industries of the United States."

MR. FERNALD. "Mr. President, this joint resolution authorizing the Government to take over the paper and pulp industry of the country, which is now under consideration by the Senate, is perhaps of the most importance to my State of any domestic measure that has come before this body in the past decade. A State where the paper industry represents one-sixth of the valuation of its people is naturally interested in legislation affecting it.

"The census of 1914 shows that Maine had 17 mills manufacturing both pulp and paper, 13 producing pulp only, and 8 which made only paper, a total of 38 great industrial plants. They employed 10,033 workers, both men and women, in the mills alone. Many more than this number were indirectly furnished employment in the woods, getting out raw material, and in the transportation of the product. The annual wage paid to workers, exclusive of clerks and officials, was \$7,000,000. These mills had a capitalization of over \$80,000,-

000. The value of their annual output exceeded \$40,000,000. They paid for materials over \$22,000,000 and paid taxes of more than \$400,000. These figures have greatly increased, except in the number of mills, in the past two years.

"If the claims set forth by the proponents of this bill were true in fact; if, indeed, the publishers of this country and the reading public were to be largely benefited and no serious damage were to be imposed upon another industry of my State, I should be glad to give it my unqualified indorsement; but instead of aiding those who are supposed to receive such relief it will, I believe, work the opposite and in the near future impose hardships upon those who are supposed to be benefited. I do not alone share these beliefs, nor do I think that the publishers of my State feel that the proposition would prove of assistance to them. First of all, I want to say that I have not received any communication from any publisher in Maine asking me to give this bill my support. On the other hand, from almost every manufacturer of paper in the State, at least, I have received advice that this bill would prove detrimental to their interests.

"It has been said that some of the great manufacturers have operated their mills and business in restraint of trade. Whether this be true I do not know, but I do know that under the law creating the Federal Trade Commission there is ample authority to bring to justice any corporation so acting. I have always felt that the authority given the Federal Trade Commission was ample in its scope to deal with all such cases. It has authority to subpoena witnesses, to oblige every business man to open his books and divulge not only to the Federal Trade Commission but

(Continued on page 37)

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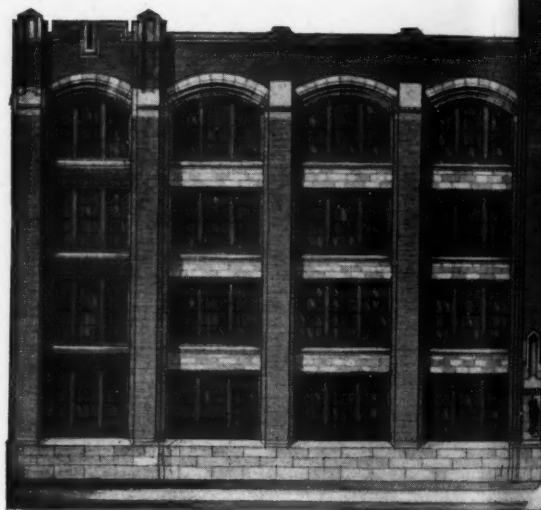
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NEW
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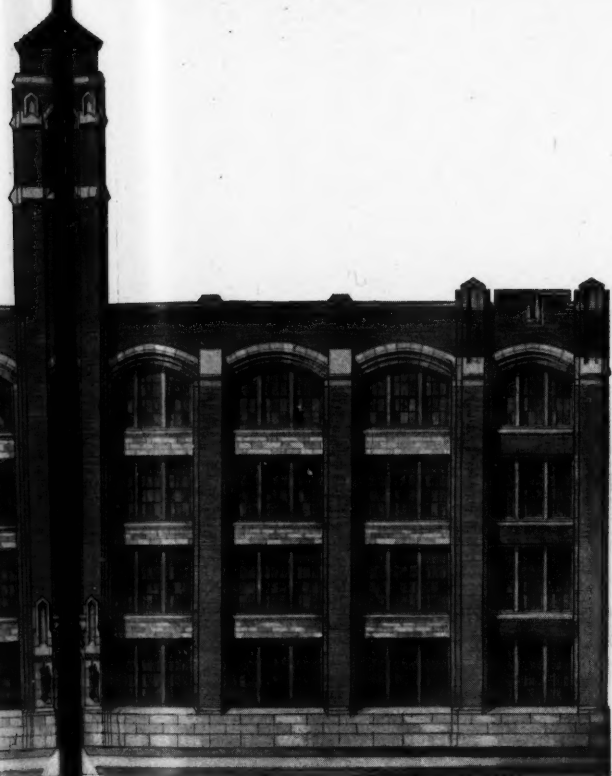
TO TAKE care of the great increase in our business, a new Butterick Building has been erected in Chicago, at 2231-2249 South Park Avenue.

All departments of our company, except the Advertising



THE NEW CHICAGO ADVERTISING DEPARTMENT BUILDING

Department, now occupy these new quarters. The Chicago offices of the Advertising Department remain in the Mallers Building.



CHICAGO TERICK BUILDING

The new plant will be used for manufacturing purposes and as a distributing center for the Middle West. It is four stories high, of

reinforced concrete, and contains 75,000 square feet of working space. Our own freight siding gives exceptional facilities for shipping.

The new Chicago structure makes the third branch Butterick Building, apart from our New York headquarters—in the United States, Canada and England.

Butterick

Butterick
Building



New York
City



to the court as well all details of his business and lay open to the world those matters which are of so much moment and consequence to the business man.

"I do not share the oft-repeated assertion that every business man is an outlaw or that all those engaged in the great manufacturing and commercial interests of the country, who have become unusually successful by their efforts, are nefarious in their practices or unjust in their dealings, or the idea that these business men of tremendous capacity should be 'hung as high as Haman'; but, on the other hand, it is time now that this Government lend aid instead of attempting to hamper and embarrass the industries of this country.

PRICES HAVE NOT RISEN PROPORTIONATELY

"It is asserted by those who favor the passage of this bill that the paper manufacturers have been extortionate in their price and unfair in their dealings. I deny the charge. These men engaged in the paper industry in this country are honest and reputable business men. First, let me comment upon this alleged extortion in price; I wish to be very careful in any statements I may make, and to assure the members of the Senate that I can amply prove every assertion which I make. The average price of news-print paper, up to and including the year 1913, for a considerable period was about \$2.15 per hundredweight, delivered at destination, and on that basis the great paper mills of the country were able to pay only 2 per cent annually on the preferred stock, which had back of it at least double its worth in sound value of invested capital. These prices prevailing in 1913 drove several mills into bankruptcy and the industry in this country was in a deplorable condition.

"The movement across the border into Canada was begun at that time and has continued ever since. The average price of news-print paper in 1917 was

\$3.10 a hundredweight, at the mill, an increase of about 50 per cent. This advance, I submit, was less than that of almost any commodity produced in our country. I believe, considering the increased demand for paper, the high cost of labor and of everything entering into the manufacture, which have been advancing by leaps and bounds, as I have stated, this advance is not unreasonable. As compared to the advance of other articles it makes a most favorable showing, as shown by the following: Advance of paper, 50 per cent; cotton, 250 per cent; wool, 300 per cent, and if other commodities were to be considered I could go through the entire list and show greater advance in these than have existed at any time in the advance of paper; for instance, the price of corn, one of the chief products in my own State, has advanced in the past few years 266 $\frac{2}{3}$ per cent. These figures demonstrate the fallacy of the charge made against paper.

"By what token do the Federal Trade Commission—for I understand that from this source comes the demand for this legislation—select this industry and propose Government control for the paper business? From what business sources comes the demand for this legislation? As I have stated, not a single publisher from my State, knowing full well the condition of the paper business, has asked for the enactment of this resolution.

"It is natural that every business should desire to purchase its supplies at the lowest possible price. If every purchaser of goods and every association desirous of buying at a low price should come to this Congress with resolution for relief and receive assistance, every business man and every association in the country would go into the resolving business. It is also asserted that the manufacturers of paper have attempted to limit the output. So has every far-seeing citizen of this country undertaken to limit this production.

"Spruce wood, from which print paper is largely manufactured, comes to maturity about once in 30 years. There are about 60,000,000,000 feet growing in the United States suitable for the manufacture of paper; one-third of this is growing on the soil of Maine. We can cut from now to the end of time 750,000,000 feet annually and still have our forests in prime condition, but should we extend this cut to 1,000,000,000 or one and a half billion in a very few years the forests would be depleted and there would be no source of supply. Naturally, those who have large investments in paper mills are desirous of continuing the business, because when the source of supply ceases the mills become valueless and useless; for this reason the manufacturers of paper are endeavoring to conserve the supply of spruce, which clears them of the charge of wrongfully limiting the production. If you desire to aid the publishers of this country, repeal the zone system enacted last session, which will in my judgment be of greater benefit to them than any possible control by the Government of the paper industry.

"The paper manufacturers of our country, realizing fully the tremendous draft upon our forests, a number of years ago commenced the purchase of timber lands in Canada. The Canadians were anxious to sell these lands, which they did, at liberal prices.

"Our manufacturers purchased on a generous scale, and, I may say, millions of acres were bought, believing they could ship this pulp wood to the States for manufacture. Almost immediately the Canadians passed a law placing an embargo on pulp wood and many of the mills in the country went into the hands of receivers. Many of our large and most successful manufacturers were obliged to build in Canada mills which are operating to-day. And, Senators, at this moment, instead of undertaking to pass this measure and further embarrass the paper manufacturers of

this country, we should be endeavoring to remove the restrictions of the Canadian Government. We should insist that unless they remove the embargo which they have placed on pulp wood not a pound of coal or cotton from the United States be permitted to enter their border; that in order to receive our products they should be made to reciprocate.

HOW COSTS HAVE INCREASED

"In reply to a question propounded to my distinguished friend, the Senator from Arizona, asking if there had been any considerable advance in labor and in the production of paper he replied that the cost had slightly advanced. I do not know how he interprets that word 'slightly.' I have here a telegram from Frank D. True, treasurer and manager of the Poland Paper Company, which answers this completely, and which I want to read into the *Record* at this time. Mr. True is one of the most successful business men in Maine, whose word is accepted by every man in the State, and, further, he is an out-and-out Jeffersonian, Jacksonian Democrat, which ought to be sufficient guarantee of his integrity to my friends on the other side of the Chamber. Mr. True's wire reads as follows:

"We paid for bleached sulphite pulp 1913, \$53 per ton; 1917, \$120—"

"An advance of more than 100 per cent.

"Here I wish to say in passing that Mr. True, who is treasurer of the Poland Paper Company, an industry established in my town, for years gave his services without compensation, in an effort to keep the plant running and build up the business of the town. Perhaps a few words as to the history of this plant—and this is not an isolated case—are not out of place. It was established more than sixty years ago, and is located on one of the fine water powers of our State, and around it has grown up a thriving village. This plant to-day is oper-

Philadelphia

The Third Largest Market in the United States
Faces a Period of Unprecedented Prosperity.

DOMINATE Philadelphia, create maximum impression on both dealers and customers at one cost by concentrating in the Dominant Newspaper, the

Philadelphia Bulletin

Philadelphia, "The World's Work-Shop," is undergoing the greatest activity in its history; manufacturing plants are running to capacity and enlarging their facilities. There has been a big influx of skilled workers and their families, to meet the demand of the forges, the shops, the mills, the shipyards, the locomotive plants, the munition and powder works and the looms.

These workers and their families, as reported by Edward James Cattell, Chief Statistician of the City of Philadelphia, are housed in approximately 380,000 homes.

**"In Philadelphia Nearly Everybody
reads**

The Bulletin"

Practically 100% of the entire potential market.

Net paid average two-cent circulation for January.

375,486 Copies
a day

New York Office, Dan A. Carroll, Tribune Building
Chicago Office, J. E. Verree, Steger Building
Detroit Office, C. L. Weaver, 11 Lafayette Boulevard

ting at only 25 per cent of its capacity for the reason that it is unable to procure pulp, and the town is languishing on this account. If this company were able to secure pulp from Canada, as formerly planned, the plant would be running at its full capacity.

"I cite this case because I am familiar with conditions, but this same situation exists in other localities. Many other large towns in our State which have been built up by this industry are equally affected, and the enactment of such legislation would seriously affect further development, and possibly curtail even present production. Permit me to call attention to the town of Rumford, containing several large mills, which for years supplied the United States Government with its postal cards. Here is a town dependent entirely upon this industry. This town has grown up in the wilderness around the paper industry.

"Millinocket and East Millinocket, in another section of the State, which have been built up and become thriving and prosperous towns, depend entirely upon this one industry. I might cite numerous other instances of this kind, but these are sufficient to show that this question is of vital importance to the people of my State; and I cannot see how the legislation here proposed would help in any way to increase the output, but would embarrass and discourage these industries.

"It is needless for me to stand here and say to the members of the Senate that the advance in labor has been something phenomenal and that there is no industry, however small or great, but that feels the result. Every Senator knows this to be true. Only recently there appeared before the Commerce Committee a man representing the largest private shipbuilding corporation in the United States. He testified that laborers with but little experience in his shipyard were receiving from \$6 to \$10 a day and some as high as \$90 a week. I asked him where he drew these men from, and he replied, 'As

many as possible from the farms near my plant.' In Maine to-day it is difficult to secure men to labor in the woods, and spruce timber, which is largely in demand for other purposes besides paper-making, has advanced nearly 300 per cent. in price. This answers the question as to whether there has been a considerable increase in the cost of producing paper.

"A Senator yesterday told me that he was obliged to pay \$20 a cord for wood in this city. Let me say to you, Mr. President, that the great manufacturers of paper are to-day moving pulp and wood from Maine to Pennsylvania, at an expense of \$18 per cord, to manufacture paper with which to supply their customers.

"Ah, Senators, it is time that this Congress do something toward the aid of business men and business interests; it is time for us to go into the repealing business and repeal some of the laws that are already on the statute books. The fear of what is coming, basing their knowledge on the acts which have already passed, is casting a gloom over business men and causing them seriously to consider retrenchments as precautionary measures."

Death of Elson C. Hill

On January 29 occurred the death in Roselle, N. J., of Elson C. Hill, vice-president of Collin Armstrong, Inc., New York, aged 55 years. For thirty-seven years Mr. Hill was with the J. Walter Thompson Company, New York, leaving a year ago to join the Armstrong agency.

Caruthers Leaves Standard Mail Order Co.

Frank D. Caruthers, Jr., has resigned as advertising manager of the Standard Mail Order Company, New York, which position he has held for seven years. He was formerly associated with the New York *World* and the Chasmar Winchell Press of New York.

Landry Heads New Orleans Club

Stuart O. Landry, president of the Chambers Advertising Agency, New Orleans, has been elected president of the New Orleans Ad Club, to succeed Paul Renshaw, resigned.

The sixty contributors to the new, enlarged
Judge this week:

Capt. Bruce Bairnsfather

Dan Beard

Cyrus Townsend Brady

Howard Brubaker

Gelett Burgess

George Creel

Dr. Frank Crane

Walter Pritchard Eaton

Lawrence Fellows

F. L. Fithian

James Montgomery Flagg

A. H. Folwell

James K. Hackett

Bolton Hall

Raymond Hitchcock

Rupert Hughes

Kate Jordan

E. W. Kemble

S. E. Kiser

Richard Le Gallienne

Orson Lowell

Roy L. McCardell

Douglas Malloch

Walt Mason

Brander Matthews

Perriton Maxwell

George Jeun Nathan

Channing Pollock

William Marion Reedy

Arthur B. Reeve

Norman Rockwell

Clinton Scollard

Lincoln Steffens

Charles Hanson Towne

Dr. Henry Van Dyke

J. A. Waldron

Carolyn Wells

Jesse Lynch Williams

Eugene Wood

and twenty-one others

And then there's the eight-page "Digest of the World's Humor"—the best humor from 78 contemporaries, the world over.

Street & Finney

"Pay-as-you-enter"

A NEW way of advertising; developed during the operation of the advertising of Street and Finney's clients. Not all of our clients are using Pay-as-you-enter Advertising, because it does not apply to every advertiser's proposition. Where it does apply, it is highly successful.

If you *believe* in advertising, and have Vision, you will want to know about Pay-as-you-enter Advertising. We can make your product ripe for advertising—we can find a means of making your advertising appropriation efficient—but if you do not already possess it, we cannot give you VISION.

STREET & FINNEY, INC., NEW YORK

Street & Finney Pay-as-you-enter Advertising

A FEW OF STREET & FINNEY'S CLIENTS

BEECH-NUT PACKING COMPANY

Beech-Nut Bacon
Beech-Nut Confections

Beech-Nut Peanut Butter
Jaffee

UNITED DRUG COMPANY

Talc Jonteel

Klenzo Dental Creme

SHAW-WALKER COMPANY

"Built like a Skyscraper" Steel Letter Files

HALLET & DAVIS PIANO COMPANY

Hallet & Davis Piano

Virtuolo Player Piano

WILLIAM UNDERWOOD COMPANY

Underwood Deviled Ham

A. C. PENN, INC.

Penn Safety Razor Wallace Lamp

RICE & HUTCHINS, INC.

Educator Shoe

COLLIER'S WEEKLY

STROUSE, ADLER & CO.
C/Ba la Spirite Corsets

AMERICAN RING COMPANY
Klever Kraft Silverware

STREET & FINNEY, INC.

Pay-as-you-enter Advertising

Announcing



KNILL-BURKE, Inc.

with offices in the Peoples
Gas Building, Chicago, as
Western Advertising Repre-
sentatives of the

New York Tribune

*First to Last—the Truth:
News - Editorials - Advertisements*

Odd Jobs for Salesmen When Their Regular Work Gives Out

Additional Suggestions As to How to Bring the Sales End Through the War

SEVERAL interesting letters have been written to PRINTERS' INK as a result of those recently published articles, telling how various concerns are bringing the sales end of their business through the war. The feature in question appeared in the issues of January 3rd and 10th. A few of these letters throw new light on the subject. They suggest so many other ways of how sales organizations can be put on a war footing that they are well worth adding to those that have already been published.

The first letter is from the sales director of a large firm whose product is used in dozens of industries. He says in part:

"Ever since the outbreak of the war in Europe, I have kept my mind on the time after the Peace Pact is signed.

"It was obvious from the start that business would be confronted with a new condition of things and that preparation was necessary.

"The first temptation was the abundance of war orders that held out most attractive inducements. Many concerns reached out after this business, readjusted their plants, upset established methods of manufacture, neglected home markets and regular trade.

"It is true that they have prospered during this war period, but what the effect will be when peace comes must be left to the imagination. Temporary success is often bought at a great sacrifice.

"My policy has been that of favoring our regular customers and the development of our business through its regular channels of trade. Such war orders as we have taken were accepted only after due consideration of our customers' requirements and the

needs of our own Government.

"We have re-enforced our sales organization by taking over a force from another non-competitive concern which disposed of their men. I purposely engaged men who didn't know our particular line of business in order to bring in the new viewpoint.

"We have covered all territories at regular intervals though our production has been oversold. I do not believe in neglecting the territory no matter what the conditions may be.

"We seized the opportunity to reorganize some of our lines. We have used our men to analyze our markets, to study competitive lines, to search for new ideas, to cultivate the acquaintance of those who have not purchased from us before, to adjust old grievances, to announce and lay the foundation for the introduction of a new line of specialties, etc. We have likewise given considerable attention to the further education of our men as relating to our business.

"When the men were off the road we have used them in readjusting packages, developing new items of merchandise and they have held regular sessions of our sales committee for the purpose of outlining plans and policies for the future.

MADE BETTER MEN OF THEM

"We have added to their responsibilities and we have aroused a new interest. In fact, we have made better men.

"Some of our lines that were dormant before the war have experienced an economic demand that was soon located and the results have been most satisfactory.

"We have studied foreign markets and have accumulated data that will prove invaluable.

"In the main, this covers the

service of our men during the war period to date and I am firm in my conviction that when we experience the new competition that will undoubtedly wage the fiercest battle in all history, that we will be ready and well prepared to meet it.

"To those who have been indifferent toward the problem to which you refer, I can only point to unpreparedness as an expense that should never be underestimated."

Here is a letter from the vice-president of a well-known corporation, the largest of its kind in the world, which shows that salesmen can be used in many constructive ways that are entirely foreign to the original purposes of their jobs:

"I have read with a good deal of interest the article in your January 3rd number on bringing the sales end through the war," he said, "and I congratulate you upon this very excellent article, as it will undoubtedly give many executives ideas and opportunities to utilize their sales force which they might not have thought of themselves.

EVEN SECURED COAL SUPPLY

"In one organization in which I am a director, we had one of our very best salesmen sent to the coal mining region to use his personal influence among people with whom he was acquainted there—that being his territory—to buy coal and get it shipped to the factories. We had him work on mines located on different lines of roads, with the result that the factory was kept running very nicely, and was never even near a shutdown.

"Another salesman who was particularly adapted for the work was used in and around the freight yards of the city where the factory is located to get loaded cars into the factory and empty cars out, and through his good fellowship and work with the yard people and train crews he was more valuable in that capacity than he would have been on the road."

Here is an unusually suggestive letter from one of this country's most successful advertisers. It shows that if a sales executive will dig in and really study the war problems advertising and modern sales promotion will offer him help in solving them:

"We are not curtailing either our sales organization nor our advertising," says this man. "For many years there have been opportunities in the field which we have not felt able to take advantage of because our men were busy in the routine work of getting business. While we are oversold now, we anticipate days when we will be glad to see orders coming in to the office, and we are endeavoring to gather fundamental information and create a foundation for the application of more intelligent effort in the days when we need business.

"Likewise, our advertising is to be devoted to educational propositions in the main, although the uncertainties of manufacturing make it necessary to utilize our advertising to assist in equalizing the otherwise unwieldy output. We are apt to lose in the draft the head of a factory department or a tool maker in the factory or some other men in a key position, that makes it necessary to divert suddenly the product from one style to another. We cannot anticipate these things and have to meet them by summoning our total resources in the way of sales influences to overcome what would otherwise be unbalanced proportions between styles.

"Likewise, we want to use our advertising now to ask people not to buy our products, but to leave them for the soldiers and to use the products they already have carefully so that they will not need new ones. We believe that our product is quite sadly abused and that in times like this those in use can be conserved so as to lessen the stringency of the existing shortage."

In Canada there has been a governmental movement on foot



We announce, with pardonable pleasure, that

MR. PAUL C. STARK

has joined the American Fruit Grower
as Associate Editor.

Mr. Stark is vice-president of Stark Brothers
Nurseries of Louisiana, Mo. His con-
structive, helpful articles, born of long
experience, will appear in every issue of

Green's

AMERICAN FRUIT GROWER

The National Fruit Journal of America

Guaranteed minimum circulation, 175,000 monthly

AMERICAN FRUIT GROWER CO., Inc., Chicago, Ill.

Samuel Adams, Editor-Publisher

Paul C. Stark, Associate Editor.

Charles A. Green, Associate Editor.

Member Agricultural Pub. Ass'n.

Applicant for membership A. B. C.

to limit in the food trades the frequency of salesmen's calls on the dealer. In this country a good many companies have already started definite action along this line. In large cities it is the custom among wholesale houses to have salesmen call on good customers very often. In some cases the rounds are made almost daily. To do this, of course, required the services of many salesmen. When the draft depleted sales forces, it became necessary for many concerns to have the salesmen that remained with them cover more territory. This meant that the trade could not be called on so frequently, and hence left an opening for competitors, who may not have lost so many men in the draft, to edge their way in.

To avoid losing their customers in this way, a lot of houses hit on the idea of using the telephone to supplement the efforts of the salesman. One man, who has a winning voice and who is thoroughly familiar with the line, spends all his time at the telephone. Calling up a customer he says, "Mr. Downs, our salesman, Smith, won't be able to get around your way for another week. In the meantime, isn't there something we can send you?" Of course he varies the solicitation to suit the occasion. It is claimed that this plan is producing splendid results.

LOANS MEN TO OTHER COMPANIES

But probably the strangest plan used to perpetuate the sales organization during the war originated with one well-known corporation. Not having any immediate occupation for its salesmen, it offered to loan them to other high-grade concerns, agreeing to continue paying the men's salaries, provided the other house would pay their expenses. This offer brought enough acceptances to give employment to the men, although let it be said that the firms accepting the proposition insisted that they pay the men's salaries as well as their expenses.

In arranging for the temporary occupation of its representatives

on this basis, this corporation had a very definite object in view. It wanted to keep its men in fighting trim. It wanted them to maintain the habit of selling, so that they would be properly prepared to tackle their own line when conditions are restored to normal. Above all, it wanted them to keep in touch with the trade, so that they would not lose the good will that such intimacy builds. For this reason, this company offered the men only to those concerns that do business through the same kind of trade. It offered to continue paying their salaries, even though they were working for someone else, because it felt in that way it would hold the men's loyalty.

One sales executive writes **PRINTERS' INK** that retailers will give any salesman an order to-day if he can promise to deliver the goods. He said that merchants are storming hotels trying to find a salesman who can scheme some way of getting merchandise to them, despite the railroad congestion. Because of this congestion any number of manufacturers are now working their local trade more intensively than ever before. In some cases salesmen have been called in from far-away territory and put to working the points nearest home. It is a standing joke in sales circles that a manufacturer's goods are for sale in every community except his home town. This is pretty nearly true. For some reason or another many houses neglect the home trade. But the present difficulty of getting goods to distant points has made neighborhood business look very desirable.

There seems to be literally no end to the methods that can be used to keep the sales force busy and the whole selling end of the business active, despite curtailed production, transportation congestion and all the other difficulties that the war is reeling off. It is all a question of adaptability, of having the spunk to keep on trying one thing after another until a plan is found that works.

EXPORT

the most fertile field today for
your advertising

DO you realize that the exports of manufactured products now, from this country, are four times as great as before the war? The volume is even larger, now, than when the United States entered the war. It is unprecedented, not only to Europe, but to Latin-America, Far East, Australasia, and all other markets. The successes which many enterprising firms are making in foreign trade are like romances.

***N**OW is a most favorable time for the American manufacturer to build up both immediate and permanent export business. Why not make your products better known in all the foreign markets?*

AMERICAN EXPORTER

is the manufacturer's
export marketplace.

IT puts him in direct contact with the leading business firms in all the foreign markets, telling them what he offers, and that he caters to export—a most important consideration with the buyer abroad. This publication is being used by 900 American manufacturers as the practical way to reach the importers abroad. Why not by you?

Shall we send you sample copies, rates and details of our complete service? It comprises, in addition to advertising space—translations, credit reports, selected names, trade bulletins, information and suggestions.

AMERICAN EXPORTER

17 Battery Place

New York

Member Audit Bureau of Circulations

In 1917

The Minneapolis Journal

carried more advertising than any other newspaper in its field, in spite of the fact that the "second newspaper" of Minneapolis carried a total of 256,663 lines of objectionable medical advertising, and 28,440 lines of objectionable financial advertising—advertising that is barred from the columns of The Minneapolis Journal.

Minneapolis Merchants

who are on the ground and know circulation values — used, last year, 761,068 more agate lines of advertising in The Minneapolis Journal than in any other newspaper.

Special Representatives

O'MARA & ORMSBEE, Inc.

New York
Brunswick Building

Chicago
Peoples Gas Building

To the Men at Home

By THOMAS RUSSELL

(London Correspondent of PRINTERS' INK)

Thus ye shouted the men at war to
the men that bought and sold:
"We have played our part and have
kept your mart; come ye and send
you gold."

For the shrapnel shell falls cruel thick,
the machine-gun rakes us through,
And ye who drench in the dripping
trench call out for aid to you.

"Ye have sat secure through the
wrench of war and have slept full
soft at night;

Ye have plied your trade, and the cash
you made—let it do its bit in the
fight—

In the bitter fight that flows and ebbs
and draws not near to an end,
While ye are not told to give your
gold but besought that ye shall lend.

"Lend for the guns that clear our way
through the spiked and tangled wire
When it's hand to hand in No Man's
Land in the hail of the German fire;
To fill the ranks of the grey grim Tanks
and the spotting aeroplanes,
And stiffen the might of your country's
fight in the mud of the Flanders
raids."

O homing posts, take up the tale and
spread it wide and far

That the trader's gains and the farmer's
wains may feed the ranks of war;
That wealth may stand with pride un-
bent in the day of war's surcease,
And the men who lent be well content
with the fight they made for Peace.

Frey a Captain in Quarter-master's corps

Charles Daniel Frey, of the Charles Daniel Frey Company, Chicago, has been appointed Captain in the Quarter-master Officers' Reserve Corps. He has been ordered to report to the Chief of the War College Division in Washington.

With F. F. Dalley Co., Limited

E. D. Reed has been appointed advertising manager of the F. F. Dalley Co., Limited, of Hamilton, Ontario, makers of "2 in 1" stove polish and other specialties. He has been connected with the Hamilton Advertisers' Agency.

H. F. Harris to Leave Willys-Overland

H. F. Harris has resigned as assistant branch manager of Willys-Overland, Inc., New York, effective February 15. He has been appointed industrial engineer of the Republic Motor Truck Company, Alma, Mich.

Theatre Programme Men Aid Johns' Committee

The National Association of Theatre Programme Publishers has appointed the following committee to co-operate with the Division of Advertising of the Committee on Public Information:

Ralph Trier, chairman, Frank V. Strauss & Co., New York; H. F. Askenasy, H. F. Askenasy & Co., Boston; Frank V. Williams, National Advertising Co., Pittsburg; Dan S. Wertheimer, the Dan S. Wertheimer Co., Cleveland; Richard Cohn, Fechtner Theatre Program Co., Detroit, Mich.; Clyde W. Riley, Clyde W. Riley Advertising System, Chicago; Seymour Rice, Kansas City; D. R. Mills, the Mills Advertising Co., Omaha; James G. Sprecher, Eos Angeles, and I. M. Green, Green's Advertising Agency, San Francisco.

Stanton Becomes Publisher of San Francisco "Examiner"

Charles S. Stanton, for a number of years with the Hearst newspapers, has been appointed publisher of the San Francisco *Examiner*. For several years he has been managing editor of the Chicago *Examiner* and previously was managing editor of the paper of which he is now the publisher. He was at one time with the New York *Tribune* and later with the Chicago *Tribune*.

Regina "Leader" Adds to Staff

A. E. Ford, formerly of the Winnipeg *Telegram*, has joined the advertising staff of the Regina, Sask. *Leader*. This paper has also added to the staff of its advertising department H. Saul, who has been with the *Manitoba Free Press*, of Winnipeg, and F. R. Munro, formerly Winnipeg representative of the MacLean Publishing Company, Toronto.

Appointment by "Commercial Car Journal"

George H. Duck, formerly sales and advertising manager of the United Motor Truck Company, Grand Rapids, Mich., has been appointed manager of the Ohio and Indiana territory for the *Commercial Car Journal*, Philadelphia, with headquarters in Cleveland.

Hellyer Appointed Eastern Manager

Fred A. Hellyer, formerly assistant advertising manager of the *National Builder* of Chicago, has been appointed eastern manager, with headquarters in New York.

The *Aerial Age*, New York City, has appointed Alexander McClure advertising manager.

American Salesman's Experiences in Selling to Brazilians

Our Own Carelessness Explains the Often Manifested Disregard of the Brazilian of Goods from the United States

THE necessity of supplying the people of the Latin countries, and especially those of South America, with the kind of merchandise they want in the way they want it, was one of the points emphasized by William M. Kelley, of the Kelley Press, in an address delivered before the Export Division of the Advertising Club of New York on Wednesday of last week.

In telling "How to Sell Goods in Brazil," Mr. Kelley who, as a salesman, has visited every quarter of the globe, states that he has made two trips to that country, one in 1909 and the other in 1912. After explaining that the methods of merchandising that obtained then are practically the same as those existing at the present time, he said:

"On my first trip to Brazil I went to Rio de Janeiro and rented rooms on the Avenida. The first trouble I had was in getting my samples—I was then selling paper—through the custom house. In spite of all I could do, seventeen days passed before the Government officials passed them. The duties paid represented 50 per cent of their value in New York. Not knowing Spanish and having only a smattering of Portuguese I had to have an interpreter. I expected that the business men would come in droves to see my samples but nobody did so. I found that if I did any business I would have to call upon prospects at their offices. I presented a letter of introduction to a publisher and invited him to call and inspect my samples, but although he made a number of appointments to do so he did not show up for thirteen days. He gave me an order but told me that my house would not fill it according to his specifications. He wanted to know sizes and weights accord-

ing to the metric system and I couldn't tell him until I figured them out later on. When I sent the order home I was particular to designate the weight of paper desired and such other particulars as would enable the firm to ship exactly the kind of paper he wanted. I regret to say that when it was delivered, four months afterward, it was fifteen pounds under weight!

"I tried to get out-of-town trade, but had all kinds of trouble with the mail service. Catalogues were thrown away by the postal men. Credits were hard to determine. There were no Dun's or Bradstreet's agencies that I could consult. I was told to seek information at the London and Brazil Bank but was later referred to the Deutsches Bank, where after being asked many questions about my business, my stay in Brazil, etc., I was told what I wanted to know.

EXPORTERS NEED MAN IN CONFIDENCE OF BUYERS

"At the end of four months I went to Argentina where I made a careful study of export trade. I noted the success of America's harvester manufacturers and found that it was due to the fact that they had sent experts to that country to find out just what kind of machines were wanted and then had them constructed accordingly. When I returned to Brazil I changed my plan of doing business. Instead of selling direct, I took orders and turned them over to an old commission house, the manager of which had his trade at his finger ends. The consumers knew him and had confidence in his judgment. In three weeks I sold more goods than I had during the four months I employed the direct method.

"When I came home, I talked with the house and succeeded in convincing the owners that they were not prepared for doing direct business with Brazil, and that unless they could induce their mills and manufacturers to give better service in the way of shipment, little could be expected from indirect business."

Mr. Kelley's second trip to Brazil was to secure a contract from the Government. It took him sixty days to close the deal and it was five years before payment was made. He had to play poker for some time with the head of the revolutionary party then in control of the Government before any progress could be made in landing the order. "And believe me," remarked Mr. Kelley, "those officials know how to play poker." In summing up some of the things he learned about Brazilian methods of doing business and in making suggestions to those who desire to sell goods in that country, he said:

**BRANCH BANKS DESTINED TO PLAY
IMPORTANT PART**

"The establishing of American banks in Brazil is extremely important. The few recently founded are a great help toward putting our export trade in that country on a firm basis. After the war is ended there is no reason why we should continue to draw our bills in sterling and not in dollars. The banks as a source of general and credit information, and as instruments for taking care of accounts, are invaluable to American trade.

"We need steamships to carry our goods. Hitherto the carrying trade has been in the hands of English or German companies. Now that a direct line has been established between New York and Brazil the delays in deliveries will be reduced to a minimum. Attention to foreign orders is imperative. Don't substitute and don't promise deliveries that cannot be made. Study intelligently the requirements of the people with whom you seek to deal.

"Don't send the old man's son,

or other incompetents after Brazilian business, and don't expect even an expert salesman to make a killing on the first trip. Nine chances out of ten he will not make expenses. Let him tell you what is wanted and send him back again if your business is big enough and prospects seem worth the trouble.

"Don't send a single man—there are too many pitfalls. If your business is not large enough to warrant the sending of a salesman, either do business through a New York house trading in Brazil, or go into a combination of allied interests and seek export trade jointly.

"When you send merchandise to South America pack the goods securely. Some of the ports have no docks and all goods have to be unloaded upon lighters and taken ashore where they are again handled. An order of nuts and bolts was once shipped from New York in flour barrels, which burst open when raised out of the hold of the ship and dropped several feet to the lighters.

"Deceptions practiced on foreign trade give us a black eye. A Brazilian ordered two new automobiles from an American house. When the shipment arrived an expert in going over them found that both machines were second-hand, and had been merely repainted and varnished. Congress should take cognizance of such practices and provide a penalty. Perhaps it would be a good plan to issue licenses subject to cancellation in case fraud is attempted.

"Publicity of the right kind should be given by authorized press agencies. A correspondent in Brazil told me that about all the news received from the United States pertained to fires, disasters and muck-raking. Much can be accomplished by the right kind of literature printed in Portuguese. The catalogues should contain prices. I have seen many in which none was given. How would you like to wait two months to find out how much an article you wanted would cost?"

George H. Flint, of the Mergenthaler Linotype Co., who has had considerable experience in dealing with business men in the Latin countries, said that when he was in Pernambuco he met a Spanish salesman who was in high spirits because of his success in landing a large sized order. The story he told was as follows:

"A year ago I sold the merchant a bill of goods. When I called to see him to-day he gave me a hearty greeting and invited me to be seated. We talked about everything you can think of for an hour or more and then he said: 'The goods you sent me last year were just right. Look over my stock and see what I need. I am ready to buy \$50,000 worth upon your recommendation.'"

This story, Mr. Flint said, is typical of South American merchants. When once their confidence has been won by a salesman they will trust him to the limit.

In the discussion that followed Maurice Pereles, of the Foreign Advertising and Service Bureau, told of the thorough work done by Germany in foreign countries to promote its commercial interests. This work, he explained, is carried on through an organization known as the Hamburg Association of 1868. In all the universities courses of study devoted to export trade are maintained. Upon graduation the students automatically became members of the Association upon a salary basis, and are sent to any part of the world where their services can profitably be employed. Because of their training in export trade and their knowledge of French, Portuguese, Spanish and English, the Association has little trouble in placing them with banks, and commercial houses. They are thoroughly trustworthy, honest and competent, and their services are much sought after. Moreover, they are loyal to their employers. These men keep the Hamburg Association informed as to commercial conditions in

the countries where they are located. The information thus furnished is bulletined and sent to German manufacturers who are thus able to keep in touch with trade conditions in every part of the world. The Hamburg Association is supported directly by the Government and indirectly by the manufacturers of the Empire who are assessed for the purpose.

Would Use Government Funds to Help Retailers

Retailers in some sections of Canada may be enabled to borrow money through the aid of the Government, if a bill which is to be introduced at the next session of the Manitoba Legislature is passed. The bill provides for the establishment of a fund, 25 per cent of which is to be given by the Government and the rest through the co-operation of wholesalers and retailers. Merchants who are in need of funds will get the endorsement on their paper of the organization created to handle this fund, and will go direct to their banks for money. The plan provides that auditors employed by the semi-official organization would make periodic visits to the retailers using money thus obtained, and would aid them in keeping correctly their books and maintaining their solvency.

At present, the retailer in Canada, especially in the country districts, is almost always financed by his wholesale house, extending credits, and the wholesale house is financed in turn by the banks. The new plan would enable the merchant to buy for spot cash, taking advantage of all discounts, which he is now frequently unable to do. These discounts would put the retailer in a much better position to meet mail-order competition.

Would House Boston Printers in One Building

Boston interests representing the printing trade and allied industries are interested in the proposed erection of a building to be given over to the offices and manufacturing plants of printers, engravers, electrotypers, binders, publishers, advertising agencies, etc. The advisory board which has the project in hand is composed of Walter M. Bacon, Albert M. Davis, Lucius B. Folsom, Edgar F. Nelson, H. Percy Macomber, Arthur D. Rogers, Edgar B. Sherrill and Harry A. Wheeler. Henry Lewis Johnson is the director.

H. B. LeQuatte in New York

H. B. LeQuatte, for many years with Critchfield & Co., of Chicago, has joined Street & Finney, Inc., New York, as space buyer and business manager.

Analysis of Buyer-Readers

Total, 34,992

An average of over six individual readers for each copy of

Nugent's—The Garment Weekly

Different Lines

(The following table shows only the number of readers for each line included under Heads of Firms, Merchandise Managers, Buyers and Heads of Stock. Advertising Managers are excluded, as they do not, as a rule, buy stock.)

Coats and Suits (including raincoats).....	11,964
Corsets and Corset Waists.....	10,104
Dresses and Costumes.....	11,080
Furs and Fur Garments.....	10,416
Infants' Wear.....	10,000
Knit-Wear Specialties.....	9,728
Misses' and Children's Wear.....	10,184
Muslin Underwear.....	10,148
Negligee Wear.....	9,828
Petticoats	10,436
Skirts	10,800
Waists	10,004

This remarkable showing is due to the fact that most buyers purchase several lines

This analysis of readers is compiled from subscribers' letters which the publishers received in reply to a *questionnaire* mailed May 1, 1916. A *questionnaire* sent to our present list of subscribers would show even more interesting figures. Any advertiser or prospective advertiser may inspect these letters on request.

Our Reasonable Rates on Request

THE ALLEN-NUGENT CO.
1182 BROADWAY - - NEW YORK

Advertising Organizations Pledge Support to Division of Advertising

Chairman W. H. Johns Explains Scope of Its Activities—Will Not Solicit Space from Publishers

THE various nationally organized advertising interests of the country formally got behind the new Division of Advertising, recently established by the Government, in New York, on January 31, and pledged their co-operation to the limit. The meeting, which took the form of a dinner at the Aldine Club, was attended by 250 representative advertising men. It was held under the auspices of the American Association of Advertising Agencies and the Association of National Advertisers, the guests of honor being William H. Johns, Herbert S. Houston, L. B. Jones, O. C. Harn and William C. D'Arcy, who constitute the Division of Advertising. Messrs. Harn and D'Arcy were, however, unable to be present.

Wm. H. Johns, chairman of the division, began by saying that the National Advertising Advisory Board, which had served during the first nine months of the war, was a voluntary body, and without special authority delegated to it by the Government. The Advertising Division, on the other hand, had been created by the Government itself and given full power to act directly for it upon all matters that come within its jurisdiction. The five members were appointed not because they were the most competent advertising men to be found in the United States, but because they had the power on account of their positions to reach out and enlist the co-operation of a greater number of influential and competent men than any others who might be selected. The salary they received, he facetiously explained, was not one dollar a year, as had been stated in some quarters, but one

dollar a month. Continuing, he said:

"The purposes of the division will be to co-ordinate and correlate advertising endeavor and furnish a point of contact for the advertising activities of the Government. It will not displace any of the bureaus already established in Washington. It will not handle the advertising of Liberty Bond loans or of War Savings Stamps because the work is already being taken care of by organizations created for that purpose. In other words, we do not want to gum up their machinery.

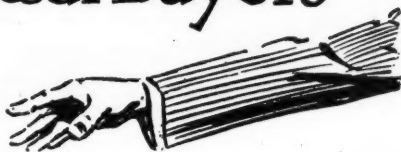
THE NATIONAL SYSTEM OF COMMITTEES

"Moreover, we are not permitted to solicit advertising space from either publishers or advertisers. We have been asked by the Government to form committees in the 218 cities where the clubs composing the Associated Advertising Clubs of the World are located. These committees will become local points of contact through which we will keep in touch with conditions from coast to coast. We are practically an advertising agency operating without funds. Our clients are the several departments of the Government in Washington, in each of which an official has been appointed through whom we can come in direct touch with them.

"The first organization to offer the Division of Advertising its hearty co-operation was the Association of National Advertisers. Its officers told us that as we had no money in hand to carry on our work at the start, they would see that some backing was provided. So they communicated with the members and, as a result, we now

(Continued on page 61)

REACHING the Real Buyers



What *wouldn't* you give, Mr. Advertiser, for the opportunity to appear before 175,000 to 200,000 people—*all real buyers*—and tell them about what you have to sell? Especially if you know they have money to spend and are willing to listen.

That Is Exactly the Opportunity The Cleveland Plain Dealer Offers Its Advertisers

The Plain Dealer reaches the *Real Buyers*; no lost motion; it is *depended upon* by the people in the territory it serves. They *believe* what they read in the Plain Dealer because experience has taught them they *can* believe in it.

Whatever you have to sell, Mr. Advertiser, if it is a worthy product, you're not getting the most from Cleveland and northern Ohio unless you use the Plain Dealer, the great HOME paper.

Over 175,000
Daily

Over 200,000
Sunday

The Plain Dealer

First Newspaper of Cleveland, Sixth City

Eastern Representative:
JOHN B. WOODWARD
710 Times Building, New York

Western Representative:
JOHN GLASS
Peoples Gas Building, Chicago

Page size, $8\frac{3}{4} \times 11$ —a big factor in the success of The Clearing House, and a big advantage to The Clearing House advertiser.

Are You Thinking Domination?

The advertiser who wants dominating influence in his advertising can get, in The Burroughs Clearing House—

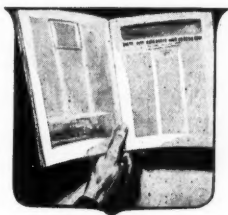
Dominating Space
in the
Dominating Medium
of a
Dominating Field



The Field: Banks and bankers—the most important single class of business men in any community. Any product which is unquestionably good enough to prove its case can materially increase its sales by cultivating the banker-market and banker-influence.

The Burroughs Clearing House, 50,000 monthly, goes to *every* bank in the U. S., Canada, and certain other countries—100% circulation to banks.

The Medium: The best-read periodical in the field, because of its editorial and mechanical excellence. It interests, attracts, and holds the friendship of bankers because it gives them what they most value in a banking magazine—and it is the first periodical to do so.



You don't have to take reader-interest in *The Clearing House* for granted. Proof that you will accept is available to any agency or advertiser.

The Space: The large page of *The Clearing House* ($8\frac{3}{4} \times 11$) is an asset to the advertiser in his appeal to this most influential of markets. And the rate per line per thousand is lower (by about half) than the average rate of banking publications.



Advertising is confined to advertising pages—none, direct, indirect or inferential, in the text. The publishers are glad to cooperate to the fullest with *Clearing House* advertisers, to whom their forty years of experience in advertising to banks may be helpful.

The Burroughs **Clearing House**

DETROIT MICHIGAN

REPRESENTATIVES: *New York*, A. H. Loucks, 217 Broadway.
Chicago, W. F. Holliday, 643 Marquette Building. *Kansas City*,
H. H. Ohlmacher, Firestone Building. *Atlanta*, D. D. Peete, 421 Hurt
Building. *San Francisco*, W. W. Cooley, 835 Phelan Building.

The Ax To Grind In War-Time Advertising

In the nation's struggle against waste of all material resources, advertising of trade-marked commodities finds new and limitless opportunities.

For where is the standard, trade-marked brand of merchandise, apart from a few pure luxuries which does not offer economy both to dealers and to consumers?

If the increased use of any product will help, in any degree, in the national war on waste, it is unpatriotic not to advertise the fact.

Whether this advertising helps to cut the dealers' cost of selling or the consumers' cost of living—or both, as it does in most cases—it tends to set free more money for Liberty Bonds.

True enough, increased sales come to the advertiser, but the greater these sales the more patriotic is the advertising!

War-time advertising helps to grind the battle ax of this Republic.

Do you want a copy of our new folder of three 4-minute talks on "Merchants' War-Time Problems"? Just ask for it on your business letterhead.

Mallory, Mitchell & Faust

(Incorporated)

Advertising and Merchandising Counsel

Security Building - - Chicago, Illinois

Established 1904



have \$135,000 in space for our use.

"We have already been of assistance in preparing copy for the Red Cross drive which begins in May. Twelve agencies have contributed pieces of copy for the campaign. After the War Savings Stamps and Liberty Loan campaigns are ended we hope that all questions in regard to fund advertising and all requests for space will be referred to us. In this way we will be able to coordinate all advertising efforts to secure the best results. There is no perfection in patriotism except 100 per cent."

A report of the address of L. B. Jones, president of the Association of National Advertisers, who followed Mr. Johns, will be found elsewhere in this issue of PRINTERS' INK.

Herbert S. Houston, the next speaker, among other things, said: "This division has no record, no history behind it, but there is a great work ahead for it to accomplish. Now I am going to let you into a confidence. As you know, the great need of the nation today is ships. Within ten hours we have had a long conference with a member of the Shipping Board, who outlined to us the immediate need of the Government for 250,000 skilled workmen to work in the shipyards. We looked over some advertising copy that the man had brought with him and decided that it should also contain a post-card to be mailed to Chairman Hurley, of the board, stating that the applicant desired further information. This was at first objected to, but I telephoned to Washington and was informed that Chairman Hurley would agree as it had been decided to leave such matters to the discretion of the Division of Advertising."

A resolution pledging the united support of all the advertising organizations of the country to the Division of Advertising and expressing their appreciation of the President's act in creating it was presented by Alan C. Reiley and, upon adoption, was telegraphed to President Wilson.

Women's Apparel Advertised to Haberdashers

The broadening of lines, as was shown in an article in PRINTERS' INK recently, is one way that both manufacturers and retailers are readjusting their sales methods to suit the extraordinary needs of the war. It was told, for instance, how men's clothing stores are stocking women's wearing apparel. Now comes the M. & M. Company, of Scranton, Pa., with a trade-paper announcement showing that it is making a special drive for this new market. In a two-page advertisement headed "A New Field for Progressive Haberdashers," it says:

"Here is new business for you—an opportunity to enter a new field with a new money-maker.

"Women's dress shows a decided trend toward the masculine. Mannish lines are the demand of the hour in women's outdoor and sport attire. This demand has established the success of Tweed-O-Wool suits and coats.

"Tweed-O-Wool suits, coats and sport apparel have all the style and tailoring that feminine eyes look for—plus a masculine touch that makes each garment an achievement in up-to-the-minute women's apparel.

"Because of this mannish touch, Tweed-O-Wool Garments are sold in a mannish way—through Haberdashers.

"The plan of selling Tweed-O-Wool Garments to women through Haberdashers is an established success—a striking success already attained by leading Metropolitan haberdashers—a success that can be duplicated in any high grade shop.

"National advertising will tell women the country over the Tweed-O-Wool story—tell them of its wonderful knit-tweed fabric—show them, in illustrations like those on the preceding page, its character and personality—and send them to Haberdashers for the garments."

Women to Sell Women Life Insurance

Another sphere for the activities of women in business is indicated in the advertising of W. E. Bilheimer in St. Louis newspapers. Mr. Bilheimer is sales manager of the Franklin Life Insurance Company, and intends to establish a woman's department.

"In a very short while now," he states, "the women of America are going to be called upon to occupy many positions in the business world.

The selling of Life Insurance by either men or women is hard work—but it is the best paid hard work in the world.

"For the wife of a soldier, a widow, or a woman already in the business world the Life Insurance profession offers attractive inducements.

"I am willing to give my personal supervision and leadership to a small group of women of high character and integrity. Preference will be given to those who are well known in the city."

Advertising Men as the "Cheer Leaders" of the Nation

"Let Advertising Men Take Up the Duty of Bearing the Torch of National and Patriotic Optimism"

By L. B. Jones

Of the Eastman Kodak Company, Rochester, N. Y.

Portion of address last week, Thursday evening, in New York for the members of the new Division of Advertising of the Committee on Public Information.

UP in the home office I have the reputation of being a confirmed optimist, and, when I am too strongly accused of it, I ask 'em: "Who among your traveling men sell the goods—the optimists or the pessimists?"

It seems to me that we as advertising men have a responsibility in helping to keep up the team play of a nation. When war comes to an autocracy, men and money are demanded. When men and money are needed in a democracy, they are signalled and we are the ones who must pass the signals and act as cheer leaders. We may not be able to buck the center, but we can lead the yell, can get the crowd in the national grandstand to rooting harmoniously for the home team until they have passed the ball between the posts of the Hindenburg gate and made the touchdown that means that peace and happiness shall once more reign.

We have seen dark days, and we may see darker, but as a Nation we must keep our eye on the light in the darkness. German propaganda will endeavor to blow it out as it did in Russia and nearly did in Italy, and it is hard, as you know, to light it again when a world tempest is blowing.

The advertising men of this country have been the standard bearers of business optimism. Let them now take up the duty of bearing, as well, the torch of national and patriotic optimism; not the blind and lazy optimism that would settle back, do nothing and chant that everything will come

out right in the end, but rather, practical optimism—American optimism, if you will, that makes things come out right by the fire of energy.

By our speech and the written word we can help. We want to talk optimism as though we meant it.

Advertising has changed the habits of a nation.

WHAT ADVERTISING HAS WROUGHT

Advertising has placed cereals on the menu at 10,000,000 breakfast tables.

Advertising has made the every-morning shave the rule, where ten years ago it was the exception.

Advertising has made us cleaner—it has plumbed us from Maine to California. A generation ago the joke about the Saturday night bath had not yet been sprung. Today a new hotel has nearly as many bathrooms as sleeping rooms or it's a failure. A new house without one or more bathrooms can't be rented. In another generation there will be nobody who can see the point to that Saturday night bath joke, for we who used to lug the tub up from the cellar every week-end will be gone. And it's advertising that has done this—the irresistible appeal of pages upon pages of pictures of tile bathrooms and porcelain tubs and clean linen, and of soap that floats has made us want better things.

We now start out for business shaved and bathed and with a more digestible breakfast in our stomachs than did our fathers, happy in the thought that the good wife has a gas range and that she will see to it that the children are properly prophylacted and Colgated before they put their Ther-



The Best
Traditions
of the Early
Craftsmen



Detroit Atlanta
Birmingham

BAY STATE
DIVISION
BOSTON

SMITH, DIXON
DIVISION
BALTIMORE

New York Office
Astor Trust Bldg.

Chicago Office
Continental & Commer-
cial Bank Bldg.

THE early printers delighted in the aesthetic qualities of their work. To them printing was not only a means of livelihood but an expression of the higher life. Hand-made ink and hand-made paper have gone the way of the hand-operated press, but the Quality ideal of the craftsmen is still revealed in

WORTHMORE BOND

For distinctive stationery and for all purposes requiring a bond paper, this stock is admirable. Its strength, its uniformity, its flawless surface, the crisp *feel* of the sheets and their purity of color—all combine to impart dignity and impressiveness to what is printed or written on it. Owing to the great variety of sizes and weights—97 items—carried in stock at all our warehouses, Worthmore Bond is the most *versatile* Bond paper.

Write for samples.

THE WHITAKER PAPER
COMPANY
CINCINNATI, OHIO

NIGHT SERVICE

BY OPERATING TWO HIGHLY EFFICIENT
PLANTS BY NIGHT AS WELL AS DAY

The **STERLING ENGRAVING COMPANY**

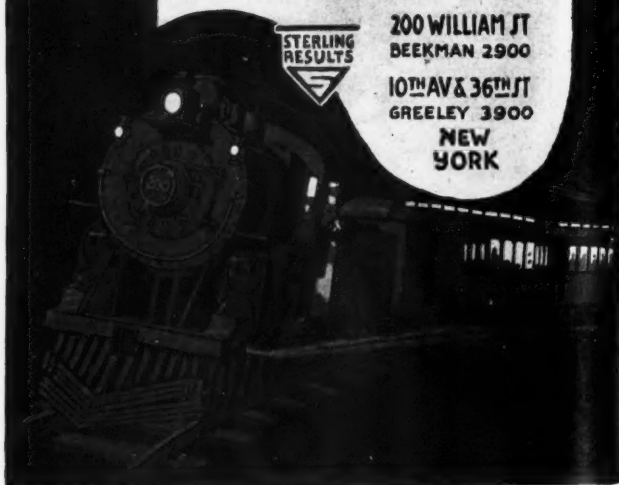
OFFERS THE DEPENDABLE SERVICE
NECESSARY TO THE PRODUCTION
OF PRINTING PLATES FOR PUBLI-
CATION AND LIKE IMPORTANCE

STERLING
RESULTS

200 WILLIAM ST
BEEKMAN 2900

10TH AV & 36TH ST
GREELEY 3900

NEW
YORK



mos bottles in their lunch bags and trudge off to school.

Advertising has changed the habits of a nation.

We as advertising men have it within our power, if we pull together, to do a mighty work in this battle for world democracy. With patriotic advertisers and publishers behind us to provide the means of reaching the whole people, with equally patriotic advertising agents to help us tell the story in a forceful way, we can put across any campaign that has as its foundation truth and honesty and fair dealing. Advertising has not got to change the thought of this nation, though, for the time being, it may have to change its habits, may have to teach thrift, economy, conservation; may have to steady the people so that while some are shouting "business as usual," while others are shouting "business not as usual," and still others are crying "Verily, Sherman was right," we shall pursue that sane, middle course which shall keep the wheels of business turning for the production of essentials, and just as fast for the production of non-essentials as they can be turned without interfering with the steady flow of those things that are necessary to the safety, the comfort and the efficiency of the boys "over there."

Let us avoid carping (the carp is a German fish, anyway). Let us, first of all, cheerfully bear our personal war burdens. They are not equally distributed, we all know that; but if we were to stop to analyze and systematize and legalize until they were just right, either the millennium or the Kaiser would be here before we got them straightened out. Let us keep up what I like to call a *doing optimism* that will encourage our people to greater sacrifice, greater effort, greater cheerfulness; an optimism that will help them turn the dark cloud inside out till the boys come home.

Without exception, the directors of the Divisions of Advertising are enthusiastic over the individual support they have been

promised, and proud of the attitude that has been taken by the organizations which they represent.

Personally, I am proud and happy to be here. I appreciate the great courtesy to Mr. Johns and the rest of the committee in diverting this gathering from its original purpose; yet I think I fully realize the responsibilities that rest upon all of us—not merely upon the committee of five, but upon all of those whom we represent. On December 5th, President Wilson formally accepted, through the Association of National Advertisers, the mobilization of the advertising forces of the nation and made it clear that help was welcome in informing public opinion properly and adequately. "*America asks nothing for herself,*" says Mr. Wilson, "*that it does not ask for the rest of the world.* Our devotion to great principles is not stained by any selfishness. This purity of purpose commends absolute openness in every approach to our people and to the people of the world."

Gentlemen, did you ever have better, cleaner goods to offer to the public? We as advertisers are to ask the people of the United States to pay whatever price may be necessary to make the world safe for democracy. We are to ask them to give of their money, their comforts, perhaps their sons. Our goods may be priced high, but they are good goods, the best goods that were ever offered to the world, and it is for us to prove that we so know those goods and so know our market that our campaign of patriotism shall be the greatest campaign that was ever launched in the history of advertising.

In Charge of N. C. R. Publicity Work

Clarence B. Greene, for many years in newspaper editorial work in Dayton, Ohio, and later with the Rice Leaders of the World Association, New York, and the Dayton Bureau of Governmental Research, has been placed in charge of the publicity department of the National Cash Register Company, Dayton.

Copy Strategy Puts Across Thrift Appeal

By Visualizing Monetary Saving, Advertising Shows Housewives Why They Should Buy Oleomargarine Instead of Butter

MONEY, in itself, means nothing to the average individual. No mere piece of engraved paper or penny-weight of precious metal is, in itself, sufficient to arouse the ambition to possess it. The magic of money lies, on the contrary, in the knowledge of what that piece of engraved paper will procure—what it will bring in barter. Such knowledge inspires desire to possess which in turn inflames ambition, moulding it into an active force that strives to achieve possession.

A country butcher shrewdly capitalized this. Whenever he went out on a buying expedition, he made certain preparations, chief of which was the changing of his money into bills of small denominations and the asking of prices of various articles dear to the hearts of farmers and their wives. Driving into a farm-yard he would intimate to the farmer that he was passing and thought that he would just drop in to see what stock the farmer might have for sale during the coming season. This was his standard approach, even though he knew full well that the farmer had certain animals for sale. Together they would inspect the stock. The buyer would casually point out a few defects and then make an excuse to proceed on his way.

The farmer seeing a sale slipping away would invariably exclaim: "Aren't you going to give me a bid?" This was the cue

the buyer had been playing for, and with its utterance he would stroll back to the animal, look it over, and if the farmer had asked \$50 for it he would make an offer of \$45 or so, and at the same time pull out his big roll of one and two dollar bills.

Counting them off slowly he would interject information about the price of various articles every farmer wanted. "One, two, three, four, five, six, seven," then paus-



Don't ask for "Oleomargarine"—Ask for "H. A. Brand Oleomargarine" It is Made in Canada

Cut Down Your Table Cost

No dairy household can afford to neglect this money-saving appeal for saving H. A. Brand Oleomargarine instead of butter.

We want you to try H. A. Brand Oleomargarine as a substitute for butter. It is the great food value which only the highest grade food products have.



OLEOMARGARINE

The large percentages of creamer butter and high grade of selected olive oil used in its manufacture, give it a rich yellow color—exactly like table use.

H. A. Brand Oleomargarine is so good, so wholesome—that it cannot be distinguished from the best butter.

Every blue and gold buttering package bears the approval stamp of the Canadian Government Inspectors. H. A. Brand Oleomargarine is as clean and pure as if you had made it in your own kitchen.

At Your Grocer's or Butcher's

THE HARRIS ABATTOIR COMPANY, LIMITED
TORONTO, CANADA

The saving in price between H. A. Brand Oleomargarine and butter will fill some kiddie's Christmas stocking

THE REAL THRIFT APPEAL WAS IN THE TEXT AND ILLUSTRATION AT THE FOOT OF THE ADVERTISEMENT

ing, as if struck by a new thought, he would say, "Say, John, you ought to see the dandy pair of blankets I got the other day up at the Corners for seven dollars. They're beauts—you ought to get a pair; eight, nine, ten," and so on until he hit upon the article the farmer had in mind to buy when he sold "the animal." Ninety times out of a hundred this

(Continued on page 71)



Mapping Out The Boston Canvass

Help your Boston salesmen conserve their sales energy—help them cut out all waste motion, all guesswork in connection with the Boston canvass—help them speed up their calls and get a stronger grip on their work.

The Merchandising Service Department of the Boston American will help your men map out each day's canvass, show them all the short cuts so they can make every move count. We have here *Trade Maps* which show the exact location of grocers and druggists—arranged in order of call. These maps are for the use of salesmen while in Boston.

And that is only a part of the work done by this department. We are equipped to make thorough trade investigations, to analyze local market conditions and dig up facts which will help advertisers strengthen their Boston campaigns.

Ask us how this department works—what we have done for advertisers—you'll not be obligated in any way.

BOSTON AMERICAN

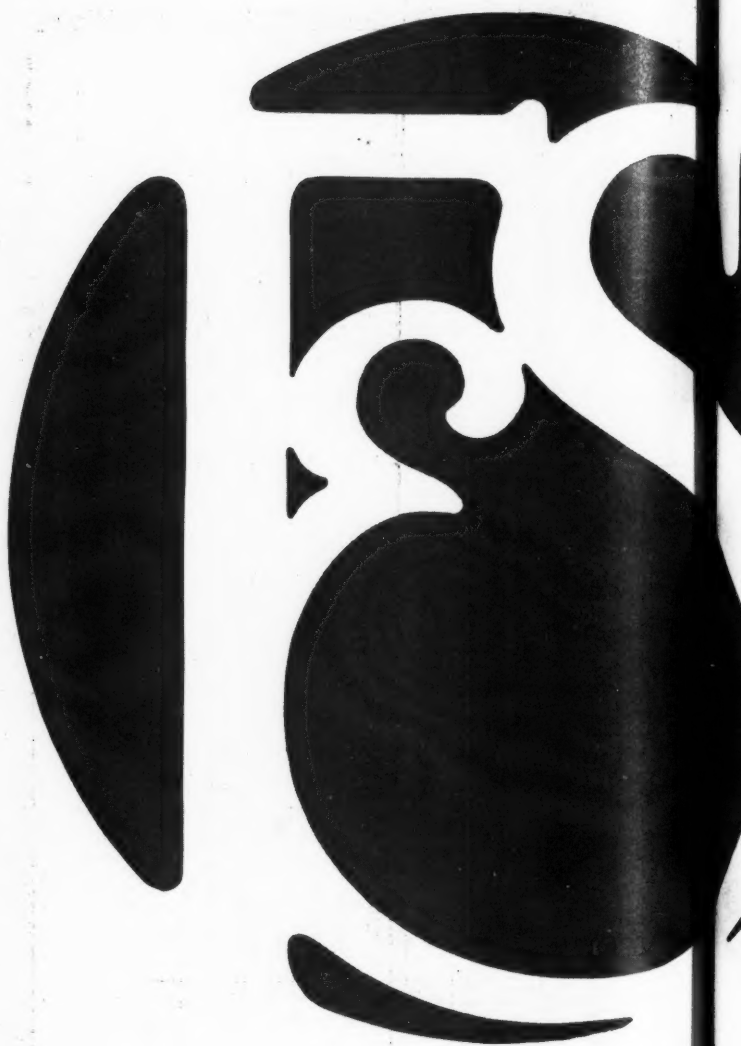
80-82 Summer Street, Boston, Mass.

New England's Greatest Home Newspaper

Member Audit Bureau of Circulations

NEW YORK OFFICE
1789 Broadway

CHICAGO OFFICE
504 Hearst Building



The modern advertising agency should not base its plans and advice upon snap judgments and prejudiced opinions.

**Fuller
& Smith
Advertising
Cleveland**

—mighty fine of you
fellows to let us, have

"BUZZ"

(H. B. Le Quatte)

an' we appreciate it 'cause
BUZZ is helpin' to make
Street & Finney advertising
"pay-as-you-enter."

Frank Finney.

"Steve" Conway

Pete Hamel.

Wynman Fitz

Guy Clark

A. H. Patterson



butcher bought his stock for less than its intrinsic value. Once he bought five animals worth more than \$300 for \$160, because he was fortunate enough to tell about a phonograph that could be bought for that amount. The farmer's wife wanted a phonograph and they settled it. The butcher talked phonographs and piled 160 one-dollar bills up in front of the farmer and his wife. He got the stars.

The Harris Abattoir Company, Limited, Toronto, has given this country butcher's strategy an urban twist in its copy now appearing in the campaign to introduce oleomargarine on the Canadian market. The chief selling point of oleomargarine is the fact that it is cheaper than butter, thus the major appeal is the monetary saving. The average copy writer would have talked the saving effected, relying upon words and phrases to get his message across. It takes an unusual copy writer to dare originality, even on unusual commodities, but it requires foresight, merchandising instinct, and a deep knowledge of human nature to attempt daring tactics with a staple, especially if the staple is in insistent demand that would make ordinary copy successful.

In introducing oleomargarine, Harris Abattoir and other Canadian packers, found an undefined resistance. The public was prejudiced against margarine. True, it was passivé, yet, nevertheless it was to be reckoned with as a deterring factor. In searching for the line of attack, it became apparent that the copy would have to drive home two conclusions, namely, that oleomargarine was on a par with butter—not a cheap substitute—and that its purchase would reduce table expenses.

The first objective was comparatively easy of attainment, but the second was more difficult. It could be accomplished by the ordinary wordy appeals, but this would not leave a clear field for the first objective. Clearly, some unusual method of treatment must

be adopted if the two objectives were to be striven for in the same advertisement. It was temporarily decided to omit the thrift appeal, making the drive to establish the new product as a high-class product. Copy was prepared along this line, nothing being said about the monetary saving, except a single line, "The difference in price between H. A. Brand Oleomargarine and butter is enough to tempt every thrifty household."

With the preparation of the second advertisement came the happy idea—a stunt with a trip-hammer punch that gets across in a remarkable way. It is the country butcher's trick of playing up the buying power of money. Down in the lower corner was a diminutive illustration typifying a single "heart's desire" of the harassed housewife, with a single line explaining "The saving in price between H. A. Brand Oleomargarine and butter will fill some kiddie's Christmas stocking." A filled stocking and a Christmas tree appeared in the illustration. Another one showed a piano with "Music Lessons For Daughter? The money saved by using H. A. Brand Oleomargarine instead of butter will help pay for a child's musical training." Another was a pair of children's shoes with "The money saved by using H. A. Brand Oleomargarine instead of butter will keep a 'toddler' in shoes." These are just a few, but enough to show the idea.

These illustrations had a pulling power all their own because of the fact that they were so patently irrelevant. They aroused the indifferent reader's curiosity and encouraged the reading of the entire advertisement. In every case the illustrations were carefully drawn so as to maintain the atmosphere of inherent "class" and goodness. Not the faintest suggestion of "cheapness" was permitted to creep into either the copy or the illustrations, for it was deemed advisable to avoid anything that would arouse the latent prejudice against a commodity which had received so much publicity as a "cheap butter."

Eveready's Drive Stronger than Ever to "Set" Its Position This Year

Three-Year Campaign Mapped Out by Daylo Makers, with an Appropriation Immediately Larger by Fifty Per Cent

A PRIZE contest campaign such as that which unearthed the name "Daylo" for the American Eveready Works seems, at best, a temporary advertising expedient. To be sure, the name is a permanent fixture, but there is more than meets the eye in such a campaign. Quite as important to its present and future success is the structure of dealer sales co-operation, without which such a drive would never get far in ultimate results. The following is an account of what the sales department has done and proposes further to do to consolidate the gains, so to speak, resulting from the purely temporary pitch of interest aroused in its name campaign. Toward this end it has laid out a three years' campaign, and its immediate appropriation for 1918 is fifty per cent greater than that for 1917.

As a result of the contest and several subordinate campaigns in 1916, the dealer lists of the company grew from 23,000 in April to 65,000 in November of that year. This was a basic result of the campaign, other features of which have been discussed in **PRINTERS' INK**.

When the year 1917 opened the sales department took inventory of the situation left by the fever heat conditions of the 1916 drives. Its survey was for the purpose of analyzing and solidifying the results obtained in 1916 for more permanent if less spectacular future sales policies. Instead of seeking some new sensation for 1917, it sought to make the 1916 campaign "set" as a basis for further sales and advertising plans.

Looking over his list of dealers, Marquis Regan, sales promotion manager decided that 65,000 was an impossible number of names to count on for close co-operation. The accruing value of

past and subsequent drives for a specialty product such as his, he figured, depended on the continued amount of support he could count on from the individual retailer in taking up new plans and giving them his best pushing, instead of allowing the interest in the company's products to lapse with the passing of the contest into history.

The cost of distributing display and other advertising material indiscriminately to the entire list would undoubtedly mean an enormous waste somewhere, and Mr. Regan wanted to be practically certain of about how many dealers would be ready to take up subsequent sales ideas willingly. Having such a list, he could base his estimates accordingly.

FINDING LIVEST DEALERS

Therefore he set out to take a census of the trade with an eye to building up such a "blue list." Stencils of the dealers' names were run off on a special report form, and every dealer, so far as possible, was canvassed by the company's salesmen who filled in this blank report according to the information sought, the subjects of the various questions and classifications contained in the report. It was impressed on the salesman that this information must be complete and accurate. The nature of the business, the attitude of the dealer, the appearance of the store, his attention to matters of advertising, window display, goods display, etc., were some of the points covered in the form. Dealers were further classified accordingly as they were exclusive Eveready dealers, or handling these and competitive goods; dealers considered undesirable from several standpoints, and desirable dealers not handling flash-lights of any sort.



When the Army wants the best for the purpose that can be built, it calls in the country's recognized experts.

The Army knows what it wants, knows the conditions to be met, the purposes that must be served successfully.

The experts know, each in his own field, how best to build for the specific purpose.

Success is a foregone conclusion—*by working together*, wonders can be achieved.

Apply the logic of this to *your* sales literature requirements now—

You know what you want, the conditions to be met, the purposes to be served.

Our organization, comprising specialists in every phase of the building of sales literature, knows how best to plan, prepare and produce that character of selling literature that *pays*.

Many successful manufacturers are today proving the practicability and profit of this co-operation we offer you now. Write us for full details—

ROBERT SMITH COMPANY
Effective Direct Advertising Service
LANSING, MICHIGAN

In Chicago—

January Figures of Auto Advertising

THE CHICAGO EXAMINER established *three* distinctive records during January, 1918, as follows:

1. For the month of January, 1918, the Examiner led all Chicago newspapers, morning or evening, in automobile display advertising:

Examiner	111,903 Lines
Tribune	105,321 Lines
Herald	63,090 Lines

2. For the five publication days of the Automobile Show the figures read:

Examiner	101,219 Lines
Tribune	91,085 Lines
Herald	57,693 Lines

3. In their respective Automobile Show editions the display advertising figures read:

Examiner	67,344 Lines
Tribune	49,385 Lines
Herald	35,253 Lines

M. D. HUNTON
Eastern Representative
American Circle Bldg.
New York

E. C. BODE
Advertising Manager
Hearst Bldg.
Chicago.

Proportion of other makes carried in relation to his Eveready stock was also part of the information sought and the name of the jobber through whom each dealer preferred to do business.

One of the points the investigation unearthed was that in towns of 2,500 population and more fifty per cent of the dealers handle the Eveready exclusively, and in smaller places the percentage is ninety. The company's sales forces do not reach these smaller places as a general thing, and consequently this means that distribution in the smaller towns has been effected through the jobber, and undoubtedly tremendously influenced by the national advertising.

In its canvass, which included personal visits to the cross-roads dealers for the first time, there were still about 15,000 that the salesmen reported it would cost too much in time and expenses to visit. To this list a questionnaire aimed to gain about the same information was mailed out.

The classifying of this mass of material has enabled the company to select a list of retailers on whom it can count to take up new plans as they are brought out and offered. A dealer, to qualify for this Blue List agrees to co-operate automatically in all such plans, and the company in turn agrees to furnish him all its special features of co-operation which other dealers cannot get until they qualify for the list. Furthermore, to become a Blue List dealer, a man agrees to give proper display to all permanent display materials provided, and special campaign matter brought out during the year at the time specified.

To join the Blue List a dealer signs an application blank, furnished by a salesman who calls on him, explains the proposition, and gets his signed application for membership.

Having this list well under way now, the company is borrowing a thought from the automobile business for its own merchandising. This will be to apply the service

station idea to the flashlight business, on the theory that many a household may have a case or two lying around the house, but neglects to buy refills. Therefore the company plans to put out a window transfer or sign designating Blue List dealers' stores, where fresh batteries and bulbs may be procured. This for the benefit of all flashlight users, regardless of make.

As soon as the company has its stores well labelled, it will advertise this sign, advising the public to look for dealers displaying it about their stores. This plan, it is also figured, will have a tendency to keep the dealer up to scratch in having a sufficient supply of all necessary accessories on hand. If he qualifies for a Blue List service station, he must see to it that he is prepared to render the quality of service the company wants.

On this basis the company has laid out a three years' sales and advertising plan to cover the country, with special local campaigns in cities of 50,000 population and more during 1918. These local campaigns will include large newspaper space, followed by posters and painted signs. There will be a special concentration drive at certain intervals, based on the salability of the line, or certain types of lamps, at different seasons.

STANDARDIZATION OF FLASHLAMP'S USES

One of the advertising problems is to make a list of uses for flashlights that will fit everybody's possible needs. In 1917 the company ran a list of uses in a panel in its advertising copy, changing the list from month to month. For this new campaign it sought a keynote to typify the entire proposition for use in advertising and selling. It has found this in the phrase, "Darkness is Danger" which, as Mr. Regan points out, is not a slogan, but a message. The idea is, when you stub your toe in the dark, it is not necessarily an inconvenience, but a possible danger: you



Don't Back Every Horse in the Race—Concentrate on "PUNCH"

Diffused advertising means overlapping, means money wasted in appealing to sections of the British public lacking the means to buy your goods or the taste to appreciate them.

Why not make an appeal of concentrated power to the *right* people through the only paper which *all* the right people read—"PUNCH"?

The wise advertiser never loses sight of the fact that in their choice of ordinary journals the more prosperous of the public separate themselves in watertight compartments, nor of the fact that these arbitrary divisions have no existence for "PUNCH."

ROY V. SOMERVILLE
Advertisement Manager, "Punch"
10 Bouverie Street
London, E. C. 4., England

might break your ankle, or you might fall down stairs and break your neck.

Therefore this keynote will be the basis for future sales and advertising plans. Further to strengthen its position the advertising appropriation for 1918, as explained, is fifty per cent greater than that for last year.

"As leading manufacturers in our line," explained Mr. Regan, "we cannot expect to make a proper annual increase unless we fertilize the field. The leader in any industry must fertilize the field for his entire industry.

"Again, the general significance of the importance of the flashlight is not yet established in proportion to the size of the possibilities. We must establish habits of daily use so strong that they will continue. It is inevitable with the jobbing system that unless a manufacturer does ample national advertising while the business is growing, he will not have established the demand he must have to keep his product a staple. Our business grew to enormous proportions without advertising. We simply ran into this market. What is necessary now is to impress the public that it is necessary always to have three or four flashlights at home in working order for different types of uses, indoors, in the car and around the outbuildings, and a Daylo in the vest pocket when one is out of an evening. That situation won't be established until the people find the flashlight of sufficient importance to keep loaded—in other words, to re-new batteries promptly and regularly."

R. T. Walsh's New Position

Robert T. Walsh, formerly advertising manager of the Maxwell Motor Co., Inc., and later holding the same position with the Briscoe Motor Co., is now in charge of the sales and advertising of the Electric Intake Heater Co. of Jackson, Mich.

French in Agency Work

Willard French has resigned as sales and advertising manager of the Monarch Governor Co., Detroit, to join Brooke, Smith & Moore, Inc., of the same city.

An OFFSET PAPER With A Reputation to Maintain

For every grade of paper there is a certain standard—a sheet that combines all the desirable qualities.

EQUATOR OFFSET

has a reputation among offset printers and users of being the standard offset paper—The one sheet giving the best printing results and the greatest production day after day the year 'round.

Equator Offset is made as a specialty. Rigid adherence to a certain standard for strength, finish, sizing, color and packing has and is producing a specialty Offset paper as uniform from every standpoint as is humanly and mechanically possible.

*Equator Offset Stock Is Particularly Well
Adapted for Four Color Process Offset Printing*

Send for samples and prices

SEAMAN PAPER COMPANY

Formerly

BERMINGHAM & SEAMAN CO.

Paper Manufacturers

CHICAGO

208 So. LaSalle St.

NEW YORK

200 Fifth Avenue

St. Louis Minneapolis Milwaukee Buffalo St. Paul Philadelphia



THE DEPARTURE OF THE MAYFLOWER



PIONEERS

Captain John Smith, Miles Standish and William Penn were foremost among the settlers of this Country.

The pioneer in the field of Offset Printing was the Andrew H. Kellogg Company. Fifteen years of experience, concurrent with fifteen years of progress, enable us to furnish you with color work, printed in four colors, truer to detail and of



WILLIAM PENN'S TREATY WITH THE INDIANS

grater artistic value, than the old-fashioned lithographer can produce in six or eight colors. The saving in production is obvious.

Your investigation of this process is well worth while.

Why not consult us regarding its value to you?

ANDREW H. KELLOGG COMPANY

44-355 EAST 25TH STREET

NEW YORK CITY

REPRODUCED FROM
"THIS COUNTRY OF OURS"
THE STORY OF THE UNITED STATES
BY H. E. MARSHALL
GEORGE H. DORAN COMPANY
PUBLISHERS NEW YORK





Cloth bindings are economical because they deliver the goods in the modern, waste-saving way. When the profits from the extra orders they produce are considered, they are much less expensive than paper covers.

This is true because a cloth-bound booklet or catalog is not flung into the waste basket or shunted at random from department to department. It makes the good first impression that lands it on the proper desk. Its permanent, substantial appearance commands attention and suggests its filing for future reference.

Your printer or binder will quote you on binding your sales literature in



Interlaken
Book Cloth *The standard since 1883*

Write today for our cloth-bound booklet, "Getting Your Booklet Across." It gives some interesting facts about the economy of cloth covers. Address Interlaken Mills, Providence, R. I.

Choosing the Salesman to Fit the Territory

"Misfits" Become Successful in Their Proper Field

By Frederick C. Kuhn

ONE morning last May, a soiled and somewhat crumpled letter strayed into the immaculate offices of a New York wholesale establishment. It was scribbled with a stub-pointed indelible and stamped with the much-maligned postmark of Oshkosh. The secretary of the firm opened it, read the contents amusedly and tossed it to the sales manager.

"Here's some horny handed ruffian thinks he can sell goods," the secretary cynically commented. "Bet he got ambitious reading the ad of some correspondence school."

The sales manager slowly deciphered the communication. Then he turned to the secretary. "Bob," he said, "you're not very complimentary. You forget that I hail from the backwoods myself. Just because you've never been outside this hectic burg, you seem to think folks who don't measure up to your standards and sport a silk shirt are all hicks and yokels. This chap apparently knows farm life, can talk the farmer's lingo and sounds dead earnest. I'm going to mail his application to Frank Welsh at Omaha and see if he can use him."

The sequel to this conversation—which in substance is true—was that the branch manager hired the "hick"—and he made good. He spent three days at the office absorbing information as greedily as a small boy gobbles mince pie, and the first twenty-four hours out sold a \$6,000 order to the local farmers' co-operative society. He had known the members all since childhood, understood their problems and was not afraid to put on his blue overalls and demonstrate the practical mechanical features of his particular type of farming implement.

Moreover, the natives were not overawed by his "line of talk," and appreciating local agricultural conditions he had a tremendous bulge on competitive salesmen who could not meet their potential customers on a common footing.

WHAT COUNTS MOST NOWADAYS

Discuss this subject with the officials of any firm who direct the field work of a force of a hundred or so and you will find that in many specialized industries they are getting away from the man who can sell anything from lingerie to pick-axes. Nowadays it is not so much the stunt to stock a merchant because of the inherent virtues of your merchandise, but rather because of the service it performs to the ultimate consumer. Consequently, the most successful salesmen to-day, are those who have a long familiarity with the market and its requirements. Then if your proposition has merit they can demonstrate its particular fitness to existing conditions.

"Set a thief to catch a thief," is the old maxim handed down to us from the brave days of Dick Turpin and the Bow Street runners, and similarly you will find the most successful salesmen selling to merchants are those who have actually served behind the counter. Too many of us have imagined that to make good on the road a man must necessarily be suave, polished and possess an inexhaustible repertoire of funny stories, which has resulted in thrusting a lot of square pegs into round holes and kidding ourselves that we were getting away with it.

More recently, however, the man with the check suit and giddy cravat has been replaced by the specialist who knows his job from the inside looking out. By mere

force of oratory and highly developed persuasive powers the first individual may have been able to open up new accounts—but he couldn't hold them. He didn't wear well. When the first blush of enthusiasm had worn off and the prospect was faced with cold, cruel facts, he was likely as not to wire a cancellation—collect. The spellbinder was a once-rounder. He didn't repeat. So it is to the less spectacular but more loyal and conscientious class of salesman that your analytical manager is nowadays turning.

I recall the experiences of one nationally known paint, dry color and insecticide manufacturer in building up a sales force from small town material. One particular case sticks in mind. The son of an important country agent wanted a job as traveling representative. He was a mild mannered chap of thirty-five, had studied medicine and had been house physician in a private sanitarium. Frankly, he did not have the customary earmarks of the professional salesman—pep, ginger and all that stuff—but more as a matter of policy he was given a try-out. As a result he sold practically every drug store on his territory, dug up many new and unsuspected classes of trade and landed a very valuable contract with the state institution—because he knew the ropes. His unassuming ways and lack of boisterous enthusiasm inspired confidence with professional men and fitted him admirably for a somewhat difficult territory.

A "FAILURE," BUT MADE GOOD IN A SPECIAL DEPARTMENT

Another instance comes to mind—that of a young electrical engineer who was working for a telephone company on the Pacific Coast. He had a college and technical education, but was ambitious to get into the selling game. So he applied for a position and was placed on a trade sales territory in the mountains of Colorado and the deserts of New Mexico. In spite of his lack of knowledge of retail conditions he buckled right

in and beat his sales quota. But when January first rolled around he was offered a \$300 raise, in spite of the fact that he had made a sacrifice of a clear thousand a year in taking up the selling position. So he decided to quit. Fortunately, a visiting department manager from headquarters heard of the circumstances and instructed the local manager to send him to New York. There it was discovered that he had a flock of friends among the big electrical trade in Pittsburgh and the Eastern States and had always been somewhat of a recognized authority on problems of armature insulation.

Instead of letting him break away, he was placed in charge of a specialty territory, where he could cash in on his technical experience. Now, after two years, he is manager of insulating material sales, and one contract alone runs above the \$200,000 mark. He has installed a battery of dipping tanks for a particularly complicated insulation process used in connection with Government work. Out in New Mexico he was another square peg in a round hole. So even among an established sales force, an adjustment of territories based upon previous training and selling inclinations may result in improved efficiency.

In a recent address before the Cleveland Advertising Club, Robert E. Fowler, of the Butterick publications, referred to a case where a top-notch salesman from the East was transferred to a territory west of the Rockies and promptly fell as flat as a flapjack. I recall a similar instance where the man in charge of a Birmingham territory was switched to Rochester and performed the same unhappy feat. And we all know big city men who have failed in the country towns, and vice versa.

There is one manufacturer of trade-marked furniture who has an unbreakable rule never to hire a salesman who has sold a competitive article. This may sound like some freak idiosyncrasy but

From THE NEW YORK TRIBUNE

\$100,000,000 Ship Contract Is Let by U.S

Seventy 8,000-Ton Vessels
Must Be Completed in
One Year

Fleet Corporation
Places Biggest Order

—And This Is
a Mere
Drop in the
Bucket

BILLIONS of dollars are being spent for ship construction, and the field offers you an undreamed of opportunity if you sell anything for ships.

MARINE ENGINEERING

is read by every shipbuilder, kept for reference, and its advertising pages are the principal source of information for the gigantic purchases that are being made daily. If you are not represented in these pages you are overlooking the greatest opportunity in the History of your business.

THE ANNUAL SHIPBUILDING NUMBER will be published in April. Make your reservation now or send for sample and detailed data on the Marine Field. Forms close 10th of month preceding date of issue.

ALDRICH PUBLISHING COMPANY

Printing Crafts Building, 461 Eighth Ave., N. Y. City

Member 448, Audit Bureau of Circulations

apparently he gets away with it. His explanation is that he doesn't want his men to know too much about the other fellow's proposition. He feels that if they do, it weakens their presentation. This manufacturer prefers to take a man and develop him his own way. Then he fills the new representative so full with his own selling arguments and brass tacks facts that he fairly bubbles over with enthusiasm. In choosing his men, he gives preference to those who have sold his line in a retail way, and had actual floor experience in furniture stores, so they can approach the merchant from a retail angle and with a more sympathetic understanding of merchandising problems.

Choosing the man to fit the territory is not the simple job it has often been cracked up to be. It involves a careful study of certain human qualities, selling tendencies and the peculiarities of the trade and territory to be covered. And even then, queer experiences will often contradict your most careful calculations, as Bobbie Burns reminds us in his reference to the best laid plans of both mice and sales managers.

From the Standpoint of South America

THE MERGENTHALER LINOTYPE CO.
NEW YORK, Jan. 24, 1918.

Editor of PRINTERS' INK:

Let me compliment you on your editorial, "Advertising Will Beat Germany's Trade Aggression," published in the number of January 17.

How well you tackled the subject! It is really great.

I am looking at it from the Latin-American business standpoint, where your general rule for Germany's trade aggression so particularly applies.

I have lived twenty-seven years in South America, handling mostly commercial problems, and have studied German business methods very closely; and I can assure you that nothing written of late on the subject excels this article.

MIGUEL P. SHELLEY.

Barry Leaves A. B. C.

John F. Barry has resigned as Eastern manager of the Audit Bureau of Circulations, Chicago, and has been appointed assistant advertising manager of the *New York Evening Post*.

Government's Liquor Ads Permitted in Mails

The law excluding from the mails publications carrying advertisements of intoxicating liquors does not apply to advertisements for the sale of liquors inserted by the Government. This is the substance of an opinion submitted to the Postmaster-General by W. H. Lamar, solicitor for the Post-Office Department.

The question arose in connection with an advertisement offered to Baltimore papers by the collector of internal revenue for that district announcing a public auction sale of liquors seized for violation of the internal-revenue law.

The solicitor cites the doctrine, supported by numerous decisions, that the State or the public is not to be considered as within the purview of a statute, however general and comprehensive its language, unless expressly named or included by necessary implication. The exception to this doctrine, also sustained by decisions, is in the case of a statute "made for the public good, the advancement of religion and justice, and prevention of injury and wrong."

The solicitor holds that the statute does not come within the exception to the general doctrine and that therefore it does not apply to the Government. He declares that the statute, while intended as a measure in the interests of the public, can not be construed as expressing the thought and will of the people of the United States as a whole that the liquor traffic is immoral or against the interests of the entire public of the United States on other grounds, but is obviously a measure designed merely to supplement the enforcement of whatever happens to be the policies of the different States with respect to that subject.

Paint Makers Asked to Use Fewer Colors

To lighten the demands on shipping and to relieve the tin-can situation, paint and varnish manufacturers have been requested by the Commercial Economy Board of the Council of National Defense to eliminate certain colors and the smaller containers beginning July 1. The recommendations specify the maximum number of shades and grades and urge the manufacturers further to avoid waste by using existing stocks of color cards, even though they show colors, grades and sizes of cans that will no longer be sold. "Such color cards and price lists," it is stated, "can be stamped to indicate which shades or colors, grades and sizes have been eliminated.

The sizes of cans eliminated are the "two and three-pound, half-gallon cans and all cans smaller than half-pint throughout the entire line; pint cans in house, flat, floor and porch paints, enamels; all cans smaller than gallons in barn and roof paint and shingle stain; all cans smaller than pints in all clear varnishes and varnish removers."

ERWIN & WASEY COMPANY

Advertising

58 EAST WASHINGTON STREET • CHICAGO

The responsibility we bear
for keeping stainless and
believable the word of
those businesses for which
we speak, is one well
understood by every man
in this organization.



Why?

MARTIN V. KELLEY
SECOND NATIONAL
BANK BUILDING
TOLEDO OHIO

Gentlemen:--

Since you put in your new equipment for color plates I have been watching with considerable interest your efforts along this line, and it is very gratifying for me to be able to acknowledge that we now have in Toledo an engraving house that can turn out color plates equal to the best in the country.

The work you have done for us has been very satisfactory indeed.

Yours very truly

THE MARTIN V. KELLEY COMPANY

M. V. Kelley
President

Medbury-Ward Company
Toledo, Ohio

August 17th 1917--

MVK:AM

You no doubt know about the writer of this priceless testimonial and the enviable position he occupies in the Advertising World. You may also know how closely we watch the quality of our work to retain his confidence in us.

Why?



THIS letter refers to a most successful year in handling one of the largest Color Process Contracts in the Country which was not attempted until nearly a year of careful study and investigation.

Our service includes a first hand knowledge of all the different working conditions peculiar to the various Publications in which color plate work is used.

As a result a large Color Department has been created, equipped to handle the most difficult reproductions in any size.

The advantages of our specialized experience and service are at your disposal.

The Medbury-Ward Co.
Artists Photo-Engravers
TOLEDO, O.

An Unsolicited Letter From the President of the Pittsburgh Stock Exchange to The Pittsburgh Post

The Pittsburgh Stock Exchange

OFFICE OF
THE SECRETARY *Pittsburgh, Pa.* January 21st, 1912.

Mr. A. E. Braun, Vice President,
The Pittsburgh Post,
Pittsburgh, Pa.

Dear Sir:

I wish to congratulate you on the appearance of your Financial Pages and to strongly commend the enterprise and progressive policy of the management of The Post in placing that department of your paper on such a high plane. The attitude of your paper towards a certain class of advertisers has done much to protect the innocent and unwary from heartless and conscienceless promoters, for which you deserve the approval of the entire community.

For myself, and as President of The Pittsburgh Stock Exchange in behalf of its members, I take this opportunity of thanking you for your wise and unselfish course, which has done much for the public good, and I confidently believe that it will receive in full measure the recognition it deserves.

Very truly yours,

John B. Barston
President.

The reference is to the stand maintained by THE POST against fraudulent financial advertising.

Money cannot buy space in this newspaper for the furtherance of questionable enterprises.

Neither are its columns accessible to purveyors of quack nostrums or any other of the pernicious exploitations which flourish largely because of the complaisance or cupidity of an otherwise estimable press.

THE PITTSBURGH POST will not be a party to the swindling of its readers in any form.

This is no new policy with THE POST, which is a pioneer in clean advertising and a staunch and consistent exponent of decent journalism.

Correspondence is invited on any matter in which this newspaper may be of service.

THE PITTSBURGH POST

Daily and Sunday

CONE, LORENZEN & WOODMAN, Publishers' Representatives
NEW YORK - CHICAGO - DETROIT

Is This Patriotic Advertising?

Strong Exception Taken to the Advertisements of "Come to California"
Whither Trains Are Running as Usual and Where Over-
supplies of Meat Make Meatless Days Unnecessary

By J. J. Geisinger

"COME TO CALIFORNIA

"The Land of Sunshine and
Sights to See.

"The trains to California will be
run as usual.

"Come to California and save
the Coal. The trains that bring
you, the hotels and homes you live
in, their heat, their light and their
power come from abundant nat-
ural sources of crude oil, natural
gas and hydro-electricity.

"Come to California, where the
over-supply of fresh beef, lamb
and mutton has eliminated 'meat-
less' days.

"Come to California, where you
can work or play golf nearly three
hundred and sixty-five days in the
year and where the climate adds
immensely to the value of indus-
trial opportunities on every hand."

The above is a portion of the
text of a page advertisement
which is part of a campaign start-
ing in the big city dailies Jan-
uary 26. Its first appearance was
simultaneous with the urgent ap-
peal from President Wilson and
Food Administrator Hoover to
save the essential foods and a
further proclamation from the
Fuel Director's office giving the
rules to be enforced on the sec-
ond heatless, lightless and work-
less Monday.

This advertisement had the im-
mediate effect of promoting a pro-
test from the National Security
League, which, it is reported,
wired this protest to Mr. Hoover:

"This is indefensible advertising
and invites the idle rich to go to
California and avoid all sacrifices
which the entire country is called
upon to make. It flaunts slacker-
ism and encourages it."

Setting aside, for the moment,
all thought of patriotism, this ad-
vertisement is worthy of con-
sideration on the strictly commer-
cial question: What will be its

effect on the class to which it is
evidently directed?

We are at war. Not an opera-
bouffe war nor a Spanish-Ameri-
can pastime, but a world-war, the
result of which is going to de-
termine the future of mankind
throughout all civilization. The
Government—and that does not
mean only the officials at Wash-
ington but the conscience of the
whole people is calling every man,
woman, boy and girl for the great-
est sacrifice in energy, time,
money and even life, that the
great statue in New York har-
bor—symbolizing honor, liberty,
faith, love and happiness—may
not be draped with the crepe of
defeat.

We all know this and we know
all of it. Anyone who does not
make it a very large part of his
daily thought and acts, should at
once acknowledge himself a rene-
gade without a country. It is here
reiterated simply that this un-
usual advertisement, from one of
our own United States, may be
clearly analyzed and its possible
force or weakness, clarified for
the general interest of advertis-
ing.

DOES THIS REPRESENT CALIFORNIA?

First, it announces in display
that W. G. McAdoo, Director-
General of Railroads says: "Pas-
senger traffic to the Pacific Coast
will not in any way be affected
by the Eastern changes," and
further on emphasizes this point
by the statement that "swift, mod-
ern trains will bring you here on
time as usual."

How will this statement be en-
joyed and appreciated by the East
where passenger service has been
cut down to the minimum and
even total discontinuance for a
period seriously discussed, that
the essentials of war and life may

be moved and business endure? How will Eastern business respond to the news that California is favored with uninterrupted service, running on time as usual, when we are daily informed that there are not enough locomotives and cars to handle coal, food and other essentials, to say nothing about the comforts of life, or the mail that is anywhere from one day to more days late?

The general text opens with the patriotic invitation "Come to California and save coal." There is a happy thought in this for the frapped minds of the East. Forget that you travel with high-powered, coal-burning locomotives until half-way across the continent you connect with oil burners in a country where crude oil, natural gas and hydro-electricity are plentiful. Come to California and save coal.

Non-envious people of the East will no doubt congratulate California on having an over-abundance of everything, but when other people are in want, especially of food and warmth, it is generally considered indelicate, at least, to brag about having more than your share. Here in the East we also have natural resources but for the good of the whole country—California included—are forbidden to use them. Even if not legally forbidden, the natural law of patriotism would induce conservation rather than to advertise over-abundance.

Of course, it is barely possible that this single feature of the advertisement will prevail upon many harassed business giants, professional men and plant owners to throw up their hands, lay down on their jobs and say "What's the use? Let's go to California and forget the war." If it does produce this result, then it will have accomplished the purpose for which it was planned and should not be criticised from an avaricious viewpoint as a *faux pas* in advertising. But will it?

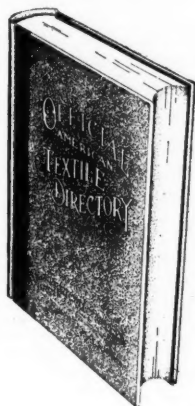
Next, the East is urged to come to California where the *over-supply of fresh beef, lamb*

and mutton has eliminated meatless days. The psychology of this appeal is obvious. The way to reach a man's heart is through his stomach, and this "over-supply" idea is sure to get right under the belt of everybody in the East, especially so, now that we are to have two meatless days a week and one meatless meal every day. It is a little weak in not mentioning that California tables are not glutted with veal and pork, but that little shortcoming is, to an extent, offset by the capital emphasis put on the over-supply of fresh beef. There is also the danger that making this feature of abundance so prominent may have a reflex action and deprive California of part of these attractions. It might suggest to Mr. McAdoo to curtail some of that uninterrupted-on-time-as-usual passenger service and shoot over a few refrigerator cars of that surplus beef to the meat-saving millions of the East who cannot avail themselves of the "swift, modern trains to California."

The effect of this feature of the advertisement may not be quite the same as inviting a peniless, hungry man to a feast, who suspects that you are going to make him pay for the taxi, the meal, the tips to garçon and the coat-boy, but it will be near it. Evidently, the class appealed to is the old-wealthy, new-wealthy and near-wealthy who are supposed to think only of their bellies and pleasures but who are now thinking more about their country.

NO, IT ISN'T BEING DONE THIS SEASON

The truth is that this class in the East has nearly disappeared. Most of the men whom we used to think of as leisure and luxury-lovers are in Washington working for a dollar a year or in France, fighting the menace from a trench or the air. The others, with few exceptions, are in the American cantonments getting ready for the supreme test. The women of wealth are driving ambulances, serving the Red Cross or are



ADVERTISING in trade directories is necessary to complete the cycle of periodical and direct advertising. It is also a valuable source of direct results, because the directory is consulted as a catalog of supplies and equipment. The *Official American Textile Directory* has the largest directory circulation in the textile field and is the standard reference authority. The 1918 Edition is now in process. Write for literature and rates.

Compiled and Published by

Textile World Journal

Members

AUDIT BUREAU OF CIRCULATIONS
ASSOCIATED BUSINESS PAPERS, Inc.

New York

planning at home how to conserve the little fresh beef we have in the East, that we may not go hungry and give our Allies enough to fight on. The kiddies are selling thrift stamps.

It is always distressing to see a big advertisement fall on barren ground. And yet, this one may appeal to the many wealthy aliens still at large in this country, who will be glad to accept the invitation to California and "play golf 365 days in the year"; the country clubs of the East being closed for patriotic reasons.

The final appeal of this California advertisement is a masterpiece. It suggests Paradise and Utopia, where you whirl around in a swift motor car amid sunshine and flowers, without a thought of war, famine, trouble, suffering or anything but just contentment, luxury and pleasure. In normal times this would be irresistible. But now, somehow, it seems just a little out of tune with the harmony of thought and action that should be abroad in every state of the land from Maine to California.

All in all, it seems hardly possible that this advertisement was prompted, fostered or paid for by the big, whole-souled, broad-minded men of the West who have made California what it is to-day. It does not smack of the pioneer blood of the Native Sons nor reflect the present spirit of the State. And when an advertisement does not reflect the exact truth of what it advertises its potency is lost, excepting to do more harm than good.

So, be it resolved that this is not a good advertisement for California because it does not truly reflect the spirit of the State, and let us forgive the mind that conceived it in a thoughtless moment, forgetting the real glories of California, always at hand ready to be advertised with all honor and great profit. Let us further forgive this advertisement for the sake of those true-blue Californians who have always stood squarely on two feet, shoulder to shoulder, for all the

Constitution of the U. S. A. stands for in spirit and word, and above all—

Let us *forget* this advertisement for the sake of the sturdy, two-fisted clean-cut boys of California who are offering their lives that the whole world may have the freedom to enjoy the plenty now advertised by their State.

Wants Correspondence Courses in Military Matters

New York, N. Y., Jan. 7, 1918.

Editor of PRINTERS' INK:

American business men have always had the reputation of being alert to seize opportunities. Can you tell me whether any correspondence school in this country has taken advantage of the present opportunity to teach the theory of military tactics and strategy by mail?

There must be hundreds of thousands of young men, to say the least, who are still in civilian life, but expect to be called to the colors before long. While a majority of these men will start as privates, probably many of them nourish the ambition to become officers before they are through. For the fulfillment of such a purpose, a knowledge of military history, theory, etc., would be of the utmost usefulness. It is true that there are books on these subjects, but as the correspondence schools well know, a book can never "get hold of" the student as can a series of lessons, with problems to be worked out and papers to be corrected.

I can see no reason—can you?—why such a course, if widely advertised, should not prove very popular, as well as being useful to the country through giving at least the rudiments of military science to a large number of our citizens.

R. E. B.

M. F. Harris in Poster Selling

M. F. Harris has joined the sales force of the Chicago office of the Poster Advertising Company, Inc., of New York. He was formerly assistant advertising manager of Armour & Company, Chicago.

C. O. Bridwell has been placed in charge of the promotion department of the Poster Advertising Company, at the New York office. He was formerly connected with the Procter & Gamble Company, Cincinnati, and has lately been conducting independent trade surveys.

Olmstead Now With Boswell-Frankel Agency

Normand Olmstead, recently with Carney & Kerr, Inc., New York, is now director of service with the Boswell-Frankel Agency of that city.

OUR FLAG

I pledge allegiance
to my flag
and to the Republic
for which it stands:
one nation indivisible,
with liberty
and justice
for all

ORIGINATED BY THE YOUTH'S COMPANION

The Pledge of Allegiance to the Flag is ONE of the contributions of The Youth's Companion to our national life. To unite not only all the members of the family into the reading of one paper, but families living in the north, south, east and west into an appreciation of the same periodical is the great achievement of the paper.

THIS SERVICE OF THE YOUTH'S
COMPANION IS ESSENTIAL

Perry Mason Company, Publishers, Boston, Mass.

New York Office:
910 Flatiron Building

Chicago Office:
122 So. Michigan Boulevard



Minus Camouflage

(Nothing Concealed)

Minus Camouflage (nothing concealed) is the title of our new book of 40 pages and cover dealing with our own circulation methods.

It is a plain, definite, and comprehensive analysis of the methods used to sell Successful Farming service to more than 800,000 subscribers.

E. T. MEREDITH, Publisher
Successful Farming, Des Moines, Iowa

Please send to me postpaid and without expense to me your 40 page book "Minus Camouflage" dealing with your circulation problems.

I have checked my classification.

- | | |
|---|-------------------------|
| <input type="checkbox"/> Manufacturer | Name |
| <input type="checkbox"/> Advertising Agent | |
| <input type="checkbox"/> Banker | Firm |
| <input type="checkbox"/> Ad Club | |
| <input type="checkbox"/> Publisher | Position |
| <input type="checkbox"/> Retail Merchant | Street No. |
| <input type="checkbox"/> School | City |
| <input type="checkbox"/> | |
| (Other Classification) | State |

It shows where, to whom, and how and why we sell the service which is delivered to the subscriber because he pays for it with his subscription money.

It offers a reliable basis on which advertisers and agents may safely found their judgment as to the value of the influence of Successful Farming in the homes of the farm families of the Great Food Producing Heart of the country.

It is suitable for a text book on farm paper circulation to be used by schools, colleges, advertising clubs, and other groups of students of advertising and publication influence.

The coupon on the opposite page properly filled out and attached to your business card or letter head will bring a postpaid copy without charge. I do wish to ask, however, that you will do me the favor to write me your comments on the book after you have read it, so that I may know how future issues may be improved and made more valuable.

E. T. Meredith

Publisher

SUCCESSFUL FARMING
DES MOINES IOWA

CHICAGO OFFICE:
1119 Advertising Bldg.

Member
A. B. C.

NEW YORK OFFICE:
1 Madison Avenue

Australia New Zealand Tasmania

Merchandising and publicity conditions in Australasia have their decided peculiarities. For

Twenty Years we have made a first hand study of these conditions.

For twenty years we have had an intimate acquaintance with the trade and with the publishers of Australasia.

We doubt if a richer experience than we have thus gathered while acting in the interests of the foremost British and American manufacturers has been the privilege of any other concern.

We have served these exporting manufacturers as their foreign advertising agents. We have rendered to them the same high standard of service on their foreign publicity that they secure from their domestic advertising agents on their domestic publicity.

We have everything to do with the campaign—initial consideration of the market in point of view of distribution; selection of mediums; the preparation of adequate copy by our native artists and writers; the constructive handling of every item involved, that the publicity plan shall harmonize with the foreign sales plan.

This twenty years' experience warrants your inquiry for more specific information on the Australasian market in particular, and the foreign field in general.

J. ROLAND KAY Co.

International Advertising Agents

Conway Building - - - - - Chicago, U. S. A.

AUSTRALASIAN OFFICE

JAS. A. BURKE, Resident Manager
225a George Street - - - - - Sydney, N. S. W.

ASSOCIATE HOUSE

JOHN HADDON & COMPANY
Established in the city of London since 1814, and at
TOKYO CAPETOWN BUENOS AIRES



Comparative Charges of Express and Mail Delivery

Cleveland Manufacturer Champions the Post-office—His Arguments Answered by Director of Publishers' Advisory Board

THE UPSON-WALTON CO.

CORDAGE-WIRE ROPE

CLEVELAND, O., Jan. 25, 1918.

Editor of PRINTERS' INK:

I trust you will kindly insert brief answer to statement contained in article entitled "Working for Zone Repeal" from report of Publishers' Advisory Board regarding this postal measure, which appeared in your issue of January 17.

The article says, in part, as follows: "The Wells Fargo Express Company will deliver farm produce over the same distance at from 20 to 30 per cent less than this law proposed to charge."

In considering this contention, we should remember that Express Companies deliver no package for less than a ten cent fee. They do not take ten pounds of hickory nuts and deliver each separate nut to an individual address at a fraction of a cent, as has to be done with second-class mail.

When the Post-office Department takes ten pounds of second-class mail for any distance, there is involved ultimate single copy delivery, and since many publications are of so light weight that it takes from four to forty units to make a pound, the Department does not even get the minimum express company fee of ten cents, but only from one-fortieth to one-quarter of a cent each.

This makes a vastly different proposition out of handling, as was done last year, over *Five Billion Pieces* of second-class mail. At the express company's minimum charge, they would have had to produce \$500,000,000 of revenue, whereas they did produce just under \$11,500,000 for a service estimated by all experts to cost over eighty millions.

To take care of the deficit thus created, it is clearly obvious where the money came from.

One-fifth as many pounds of first-class mail paid about \$190,000,000 of revenue. This created a surplus over cost of service which took care of the above.

This argument was long since dropped by most publishers.

It is clear, no matter how much the matter is strained or twisted, that second-class mail matter does not pay cost of service, and no commission is needed to make this evident to any sane person who knows the following facts.

The expense account of the Post-office for the past fiscal year (disregarding Parcels Post) was just about \$300,000,000. Two-thirds of the paid-for mail (again disregarding Parcels Post) was second-class. It aggregated 1,202,000,000 pounds but paid less than \$11,500,000 of revenue.

You do not have to appoint a Congressional Commission to make microscopic measurements of a super-dreadnaught in order to find out whether you can install that mammoth affair in an apartment house kitchenette. No more is it needful to appoint one to determine the utter inadequacy of second-class rates. *Some things are self-evident.*

JOHN W. WALTON.

PUBLISHERS' ADVISORY BOARD

New York City, Feb. 1, 1918.

Editor of PRINTERS' INK:

I have just returned from the meetings of the Arkansas Press Association, the Tri-State Press Association and the Associated Ohio Dailies, and this accounts for the delay in replying to your letter of the 29th ult., enclosing a letter from the Upton-Walton Company in regard to the present destructive 50 to 900 per cent newspaper and periodical postage increase law and requesting a reply.

The comparison of prices be-

tween the Wells Fargo Express Company and the proof that it charges from 20 to 35 per cent less for handling butter, cheese, eggs, fish, and farm products generally, than the Post-office charges for handling neat, easily handled newspapers and periodicals, points plainly to the guess-work character of this 50 to 900 per cent newspaper and periodical postage increase legislation; which, purely as a business proposition, Mr. Walton can easily recognize.

That a private enterprise, frankly adventuring for profit, is able to deliver packages at a lesser rate than that proposed in the second-class postage amendment is admitted by him, and a hair-line distinction drawn between bulk and piece delivery.

The Wells Fargo Express Company will deliver a package at the consignee's door, take a receipt and then drive probably a mile before making another delivery; whereas the Post-office delivery is made from door to door. And the Wells Fargo must cover in their charge taxes, insurance, payment for shipments lost, strayed or stolen.

Mr. Walton is under the misapprehension that newspapers and periodicals are handled by the Post-office in exactly the same way that first-class mail is handled, i. e., that the Post-office collects it and handles it from the publisher's door to the reader's door.

This is not the case! Publishers deliver periodicals to the Post-office, already sacked and routed for shipment, and in very many cases *routed, sorted and packed to the car*; and the first act of the Post-office is merely to seal the car. Furthermore, the Wells Fargo ships by express in express cars; periodicals are shipped in freight cars by the Post-office.

As to delivery at the other end, as has just been stated, the periodical mail is already sorted. For newsstand circulation the mail is called for at the Post-office by the local distributing agent, so that the actual handling of the

mail by the Post-office has been reduced to a minimum.

In understanding this question purely as a business matter—and this is the way Mr. Walton has raised it—you must credit periodicals with the saving effected by the bulk delivery to the post office, instead of the piece collection required by other classes of mail. Then consider, too, that second-class matter is carried at the convenience of the department.

The Postmaster-General proudly showed last year a profit of nearly ten million dollars to the United States Treasury. Without the business originating as a result of the periodicals' activity, it may fairly be assumed there would have been no surplus.

Some thought should be given to the deeper and more significant phases of the question.

For example, if *cost of service is all-determinative* in fixing postal charges—as seems to be the idea of the proponents of this 50 to 900 per cent periodical and newspaper postage increase law with its clumsy "zone" scheme—then all other classes of mail matter must be readjusted to coincide with that purpose. Unprofitable routes eliminated. Rural Free Delivery abandoned. Franking privileges abolished. The charges for local delivery in great cities like New York drastically reduced.

The Post-office Department was not established, developed or intended to be one of the Treasury instrumentalities for raising revenue. It has not been endowed with taxing powers. *It is expected to facilitate intercommunication between the people of the nation.* This is its paramount function. For in 1844, when the modern basis of our American Post-office was established by a Congressional Postal Commission, that commission stated that the purposes and function of the Post-office was "to render the citizen how far soever from the seat of government worthy, by proper knowledge and intelligence, of his important privileges as a sovereign constituent of the Government; to diffuse throughout all



Would You Like To Know—

- What types of tractors are preferred by Northwestern farmers?
- What percentage of Northwestern farms are operated by tractors?
- What percentage of Northwestern farmers expect to own tractors eventually?
- What percentage of the Northwestern farmers the dealers think will eventually own tractors?
- What Northwestern bankers think of the present and future tractor business?
- What Northwestern bankers think of the work done by farmers who own tractors?
- What bankers think about Northwestern farmers' financial ability to buy tractors?

(These questions and nearly one hundred others are answered in the report of our tractor investigation just completed)

We will gladly loan any tractor manufacturer, distributor or advertising agency a copy of this report

THE FARMER

A Journal of Agriculture
ST. PAUL, MINN.

WEBB PUBLISHING COMPANY
Publishers

GEO. W. HERBERT, Inc.
Western Representative
1341 Conway Building
Chicago



W. C. RICHARDSON, Inc.
Eastern Representative
381 Fourth Avenue
New York

parts of the land enlightenment, social improvement and national affinities, elevating our people in the scale of civilization and binding them together in patriotic affection."

And in 1863 this "zone" system, which had obtained up to that period, was abolished by President Lincoln. Every postal commission from that time has denounced the "zone" system which has been established by this 50 to 900 per cent periodical postage increase law.

This penalty increase on periodical postage will *repel business and decrease revenue*; and it means that hundreds of thousands of our citizens will cut down their reading at a great crisis in our national history when the most widespread reading is a thing highly to be desired—and when the President and members of the Cabinet are appealing to the newspapers and periodicals for the greatest possible assistance in spreading ideas of patriotic education and stimulation.

The tragedy of the loss of readers through this drastic postage increase law lies in the fact that the loss of readers will come from classes of citizens in this country who most need the benefit of widespread reading—from people who are in remote sections and to whom life is a bitter struggle on the margin of subsistence—from people who have just begun to spend perhaps five cents weekly, or ten or fifteen cents monthly for a periodical, and who will be the first to destroy the habit of reading just as it is a-borning. That is the real tragedy of this law to our citizenship and nation.

Surely the publishers, who are ready at this crisis to make patriotic sacrifice of their interests as any other group in the nation, would not resist the imposition of this tax so earnestly if they could stand up under it. They are opposed to this amendment because it means the destruction of their business. If that is the intent of the advocates of increased rates on second-class matter, then their purpose will be achieved. If, on

the contrary, they think a tax can be productive of business, they are hopelessly muddled, blind to the lessons of universal and bitter experience. Drunkenness and misdemeanor are checked by penalties—so, too, will periodicals and newspapers. But why treat these dissimilar acts so similarly?

The Post-office is clearly a function of our national welfare and similar, if not identical, in principle to that of the other great governmental departments, as the Department of Agriculture, the Departments of Commerce, Labor and the Interior, which have splendid and complete deficits each year but which add millions and billions of dollars to the stimulated wealth production of our country. The Post-office is similar; and that is why cost is no argument in computing postal rates, but service and function are.

Mr. Walton lays great stress upon cost of service and totally ignores the function. Would Mr. Walton demand that the invaluable work of the Department of Agriculture to farmers should be paid for by each farmer at its cost—or that a reasonable profit be added? I am sure that he is too good a citizen to advocate any such self-evidently absurd proposition as applied to any other department than the Post-office. I am quite certain that reflection upon the principles of the postal function will show him its absurdity when applied in that direction as well.

CHARLES JOHNSON POST,
Director.

W. W. S. Has Weekly Bulletin in New York

The "Pioneer Bulletin" is the name of a new weekly publication of the Commercial, Industrial and Professional Divisions of the War Savings Committee of New York City. Finley Peter Dunne is the editor. Its aim is solely "to help sell War Savings and Thrift Stamps and through the sale to spread the principle of thrift in war time."

The Chevrolet Motor Company, New York, sold 125,004 cars in 1917, compared with 69,522 in the previous year.

**—speed up business
with moving picture
advertising!**

BIG and little concerns making use of movie advertising are getting results. It's a field you ought to investigate.

We will gladly throw the light of truth on the whole situation, telling you exactly what we *can* and *cannot* do for you, promising nothing unless we are sure we can deliver.

With the whole world upset, it is the time of times to *get out of the rut* and *go after new business in a new way*. The movie field is not a virgin one, but it is the closest thing to it. It has something for you. Do you want it?

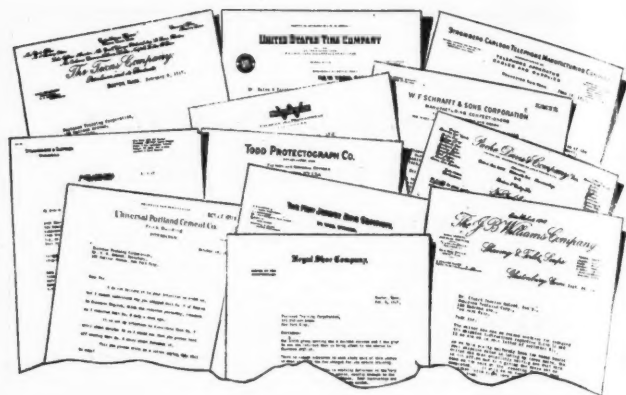
Industrial Department

Universal Film Mfg. Company

CARL LAEMMLE, President

**Largest Manufacturers and Distributors
of Films in the Universe**

1600 Broadway - - New York City



Better Business

If you have ever groaned at seeing a well-planned advertising or sales campaign fall down

—because of poor follow-up;

—because of listless handling of inquiries, perfunctory treatment of complaints, or tactless collection methods;

—because of the lack of virile, clean-cut English in all the firm's business messages;

—then you are ready to insist that your company's letters shall measure up to the quality of your products and of your advertising.

The companies which have been successful in setting high standards for their correspondence have all followed this simple, commonsense principle:

The men who do the writing must be trained to write.

Most executives who have occasion to examine the carbons of their outgoing letters are painfully aware of the fact that *not one man in ten writes business building English.*

Just glance over today's carbons from several departments of your own company and see if this estimate is exaggerated.

You can easily take practical steps to remedy this weakness. If you want a higher standard of business letters in *your* company, the suggestions on the opposite page will show the way.



Letters in 1918

A large number of the most progressive companies in this country (some of them indicated above) have used with excellent results a definite, practical means to improve all their outgoing letters—to make them bigger producers of sales, collections, profits and goodwill.

Their officers and correspondents are being individually trained and coached in the art of effective writing through the Course in Business English, the Director of which is Mr. George Burton Hotchkiss, head of the Department of Business English in New York University. Typical specimens of the correspondence of these companies are given constructive criticism by our staff of specialists.

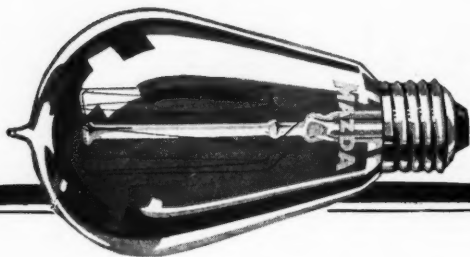
Most of the companies hold bi-monthly meetings of all who handle correspondence at which they apply the principles of business-building English to their own letters. In some of the large cities representatives of these company groups hold monthly conferences under our direction to exchange ideas and work out effective methods of improving company correspondence.

The plan is sound, the cost small, and the results decisive.

The whole story is interestingly told in a booklet entitled "Neglected Profits." Send for a copy today.

Business Training Corporation

185 Madison Avenue, New York, N. Y.



What lies back of the brilliance of a MAZDA lamp? All the facilities of the world's greatest lamp-makers supporting the standards set by MAZDA Service.

THE MEANING OF MAZDA

MAZDA is the trademark of a world-wide service to certain lamp manufacturers. Its purpose is to collect and select scientific and practical information concerning progress and developments in the art of incandescent lamp manufacturing and to distribute this information to the companies entitled to receive this Service.

MAZDA Service is centered in the Research Laboratories of the General Electric Company at Schenectady, New York.

The mark MAZDA can appear only on lamps which meet the standards of MAZDA Service. It is thus an assurance of quality. This trademark is the property of the General Electric Company.



RESEARCH LABORATORIES OF THE
GENERAL ELECTRIC COMPANY



MAZDA

"Not the name of a thing, but the mark of a service"

Royal Flying Corps Recruits by Advertising

Cops Is Restrained, to Attract Only Those Most Likely to Be of the Right Type for This Most Exciting Service—Even After Canadian Conscription Is in Force, Recruiting Continues

EVEN with conscription in force, the army authorities in Canada have found it necessary to employ advertising in order to keep certain units of the army up to the necessary strength. This recourse to advertising as a solution of recruiting problems and the actual difficulties presented in an advertising campaign for recruits are well illustrated in the campaign for the Royal Flying Corps now appearing in the Canadian newspapers.

Men of the sort required for the flying service are rare. In Canada, they are particularly rare to-day, since so many, cast in this exact mould, responded eagerly at the first call to the colors.

There exists a general impression that the men in the aviation service are of a select type—not only physically but mentally and, in a minor degree, socially. This impression, though vague, acted as a barrier to indiscriminate applications to the service. In fact, from it came one of the best "selling" points of the campaign—the idea of an Imperial *institution*, a "corps of gentlemen." No advertising that appeared, therefore, should give any semblance of throwing down the barriers. It would have been possible, for example, to take full-page space in the newspapers, urging men to enlist in the Royal Flying Corps. Such a step, it was felt, would within a few days have flooded the recruiting offices with more applicants than the corps could conceivably handle in months. And it is safe to say that 99 per cent of the applicants would have failed to measure up to the exacting standings which are main-

tained by the military authorities.

Consequently, there was no "hurrah" in the space decided upon—the average size of the advertisements is 420 lines. In both copy and illustration, the appeal is hitched to a dominating point of contact—it argues 100 per cent pure and unalloyed, the spirit of adventure, the love of glory, etc.

The close-up of the appeal presupposes that if the advertisement has attracted a reader who is of the right type his interest will be sufficient to prompt the necessary action. So it "invites" rather than "urges." It hints of a booklet to be had for the asking—but it does not plead with a man to "get your letter away by the next mail."

But the main purpose of this advertising is informative. The opening advertisement appeared about the time that Class 1 men were being called up under the Military Service Act. It seemed opportune to tell these men that they would, if suitable, be admitted to the élite of the fighting services—the Royal Flying Corps.

The main check on the advertising lies in the requests for the booklet, "Air Heroes in the Making," which describes the training every cadet undergoes, from the six weeks at the School of Military Aeronautics to the day he is gazetted as flight-lieutenant after several months' life around the aerodrome. Each course is outlined briefly—much in the same manner as a university prospectus. Many phases of the actual training are illustrated from photographs. And throughout the booklet are suggestions of that appeal to the love of adventure and individual achievement—"heroes," "nerve," "courage," "air duels"—are typical of the "running fire" that is kept up at the reader's interest.

Though the advertising has been appearing only for a month, the results already obtained are highly satisfactory. Requests for copies of the booklet have been coming in from all parts of the country. Not a few enlistments have at the same time been prompted.

Teaching the Nation to Want Kodak

(Continued from page 6)

Every advertising man has probably noticed the keen news sense which is shown in the Kodak copy. This was never better illustrated than at the beginning of the present war. Hardly had the telegraph wires stopped humming with the announcement of our declaration of war, before the Eastman advertising had begun to mobilize in military atmosphere, with the appeals which we have already mentioned. In fact, the first copy which went out even departed from the standard of Kodak practice, which is always to use photographic illustrations. Wash drawings were shown in those first overnight ads, and were quickly followed by photographs from posed models in uniform. These, however, did not somehow get the right smack of army life—they were a little too smug, perhaps, and too "slicked-up." Before very long, the pictures of real boys in real khaki began swarming in, and then it was merely a question of getting the right text and the right picture together.

This keen "nose for news," and sense of what is dramatic and in the public eye, is very probably a heritage from Mr. Jones' youthful days as a newspaper man. As early as '87, he was inoculated with the virus of printers' ink, serving as baseball reporter on the *Rochester Democrat and Chronicle*. He was succeeded on that job, incidentally, by a young man named Samuel G. Blythe, who has since reported other things hither and yon to an extent which has made him quite well known. Jones went from Rochester to the old (morning) *Chicago News*, where he sat not infrequently armchair to armchair in the hasty-eateries with a hardworking and youthful reporter named Peter Finley Dunne. From time to time, the coming advertising manager turned his wandering steps back to that lumber-yard

near Rochester, where he would work until he had accumulated something of a cash reserve, whereupon he hied himself to the halls of learning. His school-learned mathematics he turned to good account on the lumber-yard's books, thus demonstrating anew the efficiency of Dickens' famous "Dotheboys Hall" system of education, wherein a boy spells window, w-i-n-d-e-r, and then goes and washes one. Between whiles, Jones worked on a farm, and ingrained into himself a love of the country, of good cattle and blooded horses, and the healthy, simple things which begin, in our American life, about where the asphalt pavements end. This love of the out-of-doors still survives and is either the cause, or partly the result of, the Jones farm not far from Rochester, where there are cattle walking about the pasture which are worth more per ounce than most cattle are worth per pound, on the hoof or off it.

EARLY ILLUSTRATIONS IN THE ADVERTISEMENTS

His nose for news led Jones to begin to advertise the Kodak with pictures of timely interest, long before it was practicable to use photographs in copy. For the first nine years of his work with the company, line drawings were relied upon, for the simple reason that in 1892 it was next to impossible to get satisfactory half-tone cuts for reproduction. In 1901, the first photographic illustrations were used showing a model "shooting up the scenery" with her Kodak. These worked out fairly well, but about that time the Eastman company decided to go into color pages in the magazines, and as soon as an attempt was made to color the photographs trouble ensued. The pictures came back from the engraver's art department, blazing with all the bright colors that are known to the flowers that bloom in the spring, and some that the flowers wot not of. These bright colors destroyed the effect of naturalness, took away the photo-

You'd Fire Your Advertising Manager

if he paid \$2,000 for a magazine page when the price was only \$1,000, and kept on doing it month after month. Then how about the man who keeps paying out twice as much—three times as much—four times as much—for **PRINTING** as he needs to pay? How about the man who could save hundreds of dollars—or maybe thousands—for you and doesn't do it?

Here's a Man Who Saves Thousands

"We are saving many thousands of dollars a year in printing bills," says Mr. L. M. Miles, Manager of Trade Extension for the *Hamilton Carhartt Cotton Mills*, Detroit. "There seems to be no end of things the Multigraph can do. Forms of all kinds are run off quickly, saving the delays which printers so often caused us before we had installed the 'Multigraph.'"

And there are thousands upon thousands of other business houses who are saving money with the Multigraph just as Mr. Miles is doing. Thousands upon thousands are cutting out delays and saving days that you are losing.



The Multigraph is not a pink-tea piece of machinery. It's not intended for an office ornament. It's not built for the dilly dally kind of men. It's built for *hard work*, for saving dollars and saving days—built for men who don't want their profits squandered and who want to *do things now* instead of waiting till their competitors have skimmed off all the cream. *Send the coupon and we'll tell you what it will do for you.*

You Can't Buy a Multigraph Unless You Need It



The Multigraph Senior is \$715 to \$765—Multigraph Junior, hand driven, \$190 and up. Easy payments.

THE MULTIGRAPH

1820 E. 40th St., Cleveland, Ohio

Mail me full information.

Our line is _____

Name _____

Official Position _____

Firm _____

Street Address _____

Town _____ State _____

Get a **MULTIGRAPH**

HALF A MILLION 500,000 Circulation For \$2.00 a Line

**An Increase of 100,000—
From 400,000 to 500,000
without a raise in rates.**

Beginning with the February issue, FARM LIFE'S circulation will be 500,000—half a million—copies each issue.

This is an increase of 100,000 copies over our guarantee, and gives advertisers a full 25% more than the amount upon which our rate of \$2.00 a line is based.

This circulation of 500,000 will be maintained and increased throughout 1918, but the present rate of \$2.00 a line can be guaranteed only for the balance of this year.

FARM LIFE'S circulation is paid in advance. Every subscriber pays the full price for FARM LIFE alone, without the influence of premiums, trial subscriptions or clubbing offers. This is genuine circulation that can be depended upon.

For the full story of FARM LIFE, write us direct or call upon the nearest office.

Farm Life

Spencer, Ind.

Advertising Representatives

JOHN M. BRANHAM CO.

Chicago, New York, Detroit, St. Louis,
Atlanta

graphic element of truthful portraiture for which Jones was working. Also the problem of getting good color-plates which would register correctly and yet not overshadow the photograph with the art work, was a very serious one in 1901. Therefore, the photograph of a posed model was reluctantly laid aside in favor of paintings in oil or water-color, of the same subjects. Some of America's best-known artists have wet their brushes or squeezed color tubes to help make Kodak advertising interesting. Among them are Jessie Wilcox Smith, A. B. Frost, Alonzo Kimball, T. K. Hanna, Edward Penfield, C. A. Gilbert and Frederick Remington. Jones speaks with particular pleasure of the work done by the last-named, and the interest it created.

As time went on, the engravers learned more skill in making plates for multi-colored reproductions of photographs; and the technique of bringing out the picture was also studied closely by the Kodak advertising department itself. Presently it was discovered that if very light tints were washed in—preferably in water-color—over the face of the photograph, and if the key plate were printed in black, to bind the whole thing together, a very happy result was secured. From that day to this, with the exception of emergencies such as our entry into the war, the Kodak advertising has always used photographic illustrations; proving that if consistency art a jewel, as the bard remarked, Jones by now has accumulated enough jewels of that variety to set up shop and compete with Tiffany on very even terms.

Probably many advertising men have wondered where some of the snapshot pictures used by Kodak in its advertising come from; for they often have a happy spontaneity about them which proves—or would seem to do so—that they are not the more or less labored product of the professional studio. The guess is correct, and the reader may go to the head of

In the city—broadcloth and satin. On the farm—calico and gingham. It is a

A Question of Fitness

So with the paper you select for your booklet, your catalog, your announcement. It should fit your product and your audience—be appropriate to its purpose.

Among the thousands of Strathmore tints and textures you will find a paper that has not only the passive virtue of appropriateness but the positive selling value of expressiveness. It will literally say quality for you, or dignity, or strength, or femininity—whatever you wish to stress or express.

Your printer or advertising agent will help you find it.

In the meantime, read "The Language of Paper," an authoritative word on the subject, by Frank Alvah Parsons, President of the N. Y. School of Fine and Applied Arts. Strathmore Paper Co., Mittenague, Mass., U. S. A.



Strathmore Quality Papers



THE FIRST CHOICE

In Sioux City, Iowa, of local and national advertisers is

THE SIOUX CITY TRIBUNE

50,000 Evening Circulation Daily

*and Sioux City in the very center of the American breadbasket
should be considered by every national advertiser this year.*

22% NATIONAL DISPLAY IN 1917

<u>MORE</u>	The Tribune (6 day evening paper)	1,089,715	Agate lines
	Other paper (6 day morning-evening combination)	891,436	Agate lines
	22% national preference for The Tribune . .	198,279	Agate lines

34% LOCAL DISPLAY IN 1917

<u>MORE</u>	The Tribune (6 day evening paper)	1,844,115	Agate lines
	Other paper (6 day morning-evening combination)	1,376,914	Agate lines
	34% local preference for The Tribune	467,201	Agate lines

29% TOTAL DISPLAY IN 1917

<u>MORE</u>	The Tribune (6 day evening paper)	2,933,826	Agate lines
	Other paper (6 day morning-evening combination)	2,268,350	Agate lines
	29% total preference for The Tribune	665,476	Agate lines

Audited circulation in 1917 showed The Evening Tribune to have 69% more than the other evening newspaper, 145% more than the morning newspaper and 130% more than the only Sunday newspaper.

Tribune mail subscribers are 100% cash paid in advance. Do you know of another newspaper that can say as much?

All Sioux City daily newspapers sell at the same price. The Tribune offers quantity, quality and prestige. Established 1884 by John C. Kelly, Manager

NATIONAL REPRESENTATIVES

WILLIAMS, LAWRENCE & CRESMER CO.

BRUNSWICK BLDG., NEW YORK

HARRIS TRUST BLDG., CHICAGO

the class. These pictures are contributed by volunteers, devotees of photography and many of them amateurs. A yearly competition, with prizes aggregating \$3,000, helps to keep the interest keen. The contest is announced, and is "played up" in the little magazine called "Kodakery," which is sent free for one year to every purchaser of a Kodak. This magazine has a circulation at present of 250,000, and quite a goodly number of those who get it free for a year subscribe for it annually thereafter.

The publication of this little magazine fits snugly into the whole general plan of Kodak exploitation as Jones sees it—and a mighty interesting plan it is, too. Here is his analysis of the problem he has to meet:

"If we could sell Kodaks and photographic equipment only to so-called 'camera-bugs,' people whose hobby is taking pictures, we'd have mighty small annual sales, for the number of such persons in the country is very sharply limited. Therefore, we must reach, not the person who is interested in pictures *per se*, but the person who is interested in something else, and wants pictures of that. It may be a yacht, or a summer cottage, or the sport of mountaineering, or an automobile. Whatever this master-enthusiasm is, we have to sell the devotee a Kodak as a necessary adjunct to the proper enjoyment of it. A camera as a camera may mean less than nothing to him; but pictures of his ice-boat? Ah, that's different!

"Is there one big overshadowing interest which is responsible for more buying of Kodaks than any more?

There is—*Children!*

"Do you own a Kodak?" he demanded of the interviewer.

We grinned, and admitted the impeachment.

"Why did you buy it?"

"Well—there was a rather pink young man—eleven pounds—who came to board with us some time ago, and his mother said that . . . baby record book . . ."



An Indexed File for Drawings

Sectional; no waste space; can be stacked with your sections for cuts, correspondence, card records, etc. Write us today.

Makers of "Y and E" Filing Devices and Office Systems

"YANMAN and ENE" Mfg. Co.
244 St. Paul St.
Rochester, N. Y.

Branches or Agents in the principal cities.

A
DIPPY
AND
AITKIN
Advertising

A compact, efficient organization rendering an intelligent personal service

HEED BLDG., 1215 FILBERT ST.
PHILADELPHIA

There is No
Camouflage
 In the Service of
The National
Directory of
Advertisers

We do not print a book once a year and then "go to sleep at the switch."

Every week we send you our SPECIAL LETTER containing important information, also all changes and new advertisers are sent you on our special paster slips—originated by us—which are easily inserted over the former information so the latest information is always before you. *No bulky supplements to look over.*

Our Research Bureau is always open from 9 A. M. to 5 P. M. If you are in doubt regarding any account, write or telephone to us with the positive assurance that you will promptly receive the latest obtainable and most dependable information.

The National Directory of Advertisers is in loose-leaf form. It is printed from individual plates on the day your order is received, consequently is right up to date, as we make corrections day by day as changes occur. The Directory gives the name of every active National Advertiser and Advertising Agency operating throughout the United States (about 11,000 of them), giving the name of the Advertising Manager and the Agency placing the business.

Endorsed by the leading Newspapers, Magazines, Printers, Lithographers, Advertising Agencies, etc., as the most efficient and accurate system yet devised. We will be glad to send you sample pages and full information or have our representative call.

The
National Directory of Advertisers
 Singer Building
 149 Broadway New York

"You see!" said Jones triumpantly. "Children are the cause of the purchase of a vast quantity of photographic apparatus. Next to them comes travel—in the old ante-bellum days no one ever thought of doing a Cook's tour of Europe-in-a-hurry without a Kodak. It is very fortunate for us that matters are on this footing. If photography were a hobby in itself with our customers, there would always be a danger that they would soon drop it and go on to something else. As it is, however, they may shift from one recreation to another a dozen times, and the Kodak fits into every one. As a poetical friend of mine once remarked:

"Ping may come and pong may go—
 Kodak goes on forever!"

PHOTO-FINISHERS TRAINED BY THE
 COMPANY

Viewing the matter in this light, it is natural that the Eastman company should feel that its work is by no means ended when it has sold the would-be picture-maker his apparatus. Having advertised the pleasure of taking *good* pictures, they want to insure the production of work of that order, in so far as is possible. That is where "Kodakery" comes in, with its month-to-month discussion of the technique of picture-taking. The instruction book which comes packed with the Kodak is also a marvel of compact and clear-cut information on the subject. And in order that the prints made from the negative shall be as good as they can be, a campaign of education has long been in progress directed at the dealer in photographic supplies, who is usually the man who does the work of developing. The Eastman company maintains a school of instruction in all phases of the technique of picture-taking, developing and printing, and to this any dealer may come himself or send any of his employees, to spend as much time there as he likes without any charge for tuition.

Sacred Figures

DURING 1917, The New Republic received 33,131 subscriptions of varying lengths—the equivalent of 25,387 full yearly subscriptions. They brought in cash receipts amounting to \$94,104.09—or \$3.71 per subscription.

Four dollars a year is the subscription price. A net of \$3.71 per subscription reveals the fact that The New Republic itself is bought, and not its circulation.
(36,000 net paid.)

J. E. Dumars, *Advertising Manager*
421 West 21st St., New York

Russell L. Ray, *Western Manager*
Peoples Gas Building, Chicago



**40th
Year**

1918 will be our 40th consecutive year of service as advertising agents and counsel. It occurs to us that many will be interested, as are we, in reviewing the elements that made possible this rather unusual term of successful agency work and growth. We will put them before you here from time to time.

W. H. H. Hull & Co., Inc.
Tribune Building, New York
Established 1878

The educative work done for the Kodak user must not be construed as in any sense an attempt to "trade him up," and get him to buy more and more expensive equipment. Rather is it the aim of the company to help its customers to make good pictures with the equipment that they have. Of course it is true that nearly every amateur photographer goes on to more complicated cameras capable of doing better and more difficult work.

"BROWNIES" AS AN EDUCATIVE
FORCE

"Our Brownie cameras for the use of children have educated a whole generation of American youngsters in the use of photographic equipment," Mr. Jones reports. "We have always sold these cameras at a very close margin of profit, believing that it was the best possible situation for us to have the children acquainted with picture-making so that when they grow up it will not be a foreign question to them. The photograph album which we put out some time ago, and advertised quite extensively, was another item on which we had a very narrow margin—in fact, you might say, none at all. However, we knew that people with an album in which to keep their pictures would be more interested in continuing to use their equipment than those whose pictures are allowed to accumulate in helter-skelter fashion. Since we sell film as well as Kodaks, we not only want to see people buy our instruments but use them."

The "double motivation" here hinted at has been present in very much of the Eastman advertising. For instance, the famous series of advertisements suggesting that you get your picture taken, with the slogan, "There's a photographer in your town," not only increased the good will of the photographers for the company, but resulted in increased use of plates and film among the professionals. Letters are still coming in to Mr. Jones from grateful photographers expressing their

appreciation of the assistance thus given them; and in some cases local advertising campaigns, either by individuals or by associations of studios, have been engendered because of the convincing demonstration of the power of advertising which the Eastman copy furnished.

The number of appeals which have to be made accounts for the fact that Kodak advertising has developed not one but several hardworked slogans: "If it isn't an Eastman, it isn't a Kodak"; "Take a Kodak with you"; "There's a photographer in your town"; "Your friends can buy anything you can give them—except your photograph"; and "You press the button—we do the rest." Incidentally, it is Mr. Jones' keenest regret, so he says, that he can't claim the credit for being the originator of the last-named line. Mr. Eastman himself wrote it one day way back in 1890 or '91, after much pondering over the problem of expressing briefly and in memorable fashion the ease of using the Kodak (which, in those early days, was often regarded by the layman as an intricate and complicated affair, far beyond the skill of the average individual who has only enough engineering knowledge to operate a wheelbarrow).

There is probably not another national advertiser using so many slogans as this and exploiting each so widely. Each of these, of course, was produced to meet fairly and squarely some one condition in the kaleidoscopic struggle of day-to-day merchandising. "Take a Kodak with you" helped to popularize the instrument among travelers, who thus became devotees of the pleasant picture habit. Two others of the group were designed to help the professional photographer, as we have said. Perhaps most interesting of all is the fact that "If it isn't an Eastman it isn't a Kodak" is used as a preventive, is the heavy artillery in a never-ending battle to keep the public from thinking that Kodak is a generic

CUT THE COST ON THAT NEW CATALOG

"Feathercoat" is a life saver for the catalog user who has one eye on the use of colors, or distinctive black and white pages, and the other on catalog expense.

"FEATHERCOAT"

Basis Weight, 25x38, 46 lbs.

This superfine enamel book paper is the most economical quality paper on the market. It reproduces four-color process work perfectly. Its lightness and thinness make it possible to use more pages and still save on mailing expenses.

Send us one of your present catalogs and we will show you how to use more pages without increasing your mailing cost.

Or write our nearest office for samples.

Birmingham & Prosser Company

CHICAGO

KALAMAZOO

NEW YORK



We believe that a better knowledge of the advantages of Quality Engravings will be mutually beneficial. To that end we issue a House Organ "Etchings." A perusal of it will enable you to form an approximate idea of our standards of Quality and Service. Shall we send you the latest issue?

GATCHEL & MANNING

Photo-Engravers

Sixth and Chestnut Streets

PHILADELPHIA

PAPER IS IMPORTANT

The effectiveness of your pictures, and even the readability of the type matter in your booklets, catalogs, house organs and circulars is very largely dependent upon the quality and suitability of the paper. We are manufacturing two nationally known brands of paper that have found wide favor among printers and buyers of printing on account of the unusual printing results they deliver. Our price is based on volume of production and manufacturing economy. For all type and line cut printing jobs, specify Ticonderoga Egg Shell Book Paper, and for all halftone and process color work, specify Ticonderoga Special Magazine. Let us send you printed specimens of both papers

TICONDEROGA PULP AND PAPER COMPANY
200 FIFTH AVENUE NEW YORK

An Ideal Combination

The Hollenden combines excellent location, splendid service, aristocratic patronage, quiet elegance, renowned cuisine, and club-like appointments.

If you've ever patronized The Hollenden, you *know* this to be a fact. If you're a stranger to The Hollenden, you can easily *prove* the fact to yourself next time you visit Cleveland.

The Hollenden
Cleveland

terms which might mean any old picture-making device. To save the coined word from the effects of its own popularity—a popularity the Eastman company has spent millions to create—several ads a month appear pointing out the fact that Kodak is not a synonym for camera.

LIST OF PUBLICATIONS

Inasmuch as the Eastman company is one of the largest buyers in the country of the commodity jocularly known as white space, there may be keen interest for sellers of that commodity, as well as others, in knowing how Mr. Jones determines whether or not any given publication shall be added to his list. His first question, naturally, is "How much circulation has it?" but this is followed so immediately that the two questions are practically simultaneous, by "How did you get it? What subscription methods were employed?"

This does not mean for one minute that he condemns any subscription method as being wrong in any abstract sense. It only means that he believes there are some solicitation methods which do not have a tendency to seek out among the reading public the sort of persons to whom Kodaks will appeal. The same point is uppermost in his mind in connection with the third question, which is, "Where does it go? Who reads it?" If the answers to these three questions "listen well," Mr. Jones himself secures a number of copies of the publication and reads them so that he may judge for himself of the editorial character, and decide whether the class of readers claimed for it would probably be interested in a periodical of its character. If these tests are all met squarely, and if the rate is satisfactory, the battle may be considered as about over.

At this point the interviewer cleared his throat, which always indicates an Unusually Important Question. "What, Mr. Jones, is your theory of successful copy?" he inquired.

"I don't know that I have any," smiled Mr. Jones thoughtfully. "We have always just tried to think what the people would like to see, and show them that. After all, that's about all there is to advertising, isn't it?—find what the people are interested in, and then play that up. As to copy, I am a heart-and-soul adherent of the gospel of brevity. Make it short—but tell the whole story. Write out everything you have in your mind on a subject, and then keep on blue-penciling till every superfluous word is gone. I am deeply concerned about the honest advertising movement, of course; and I think that every avenue of approach—legislation, persuasion, education—should be used in bringing all advertisers into line; but most of all I believe in giving advertising the human touch. These ideas of mine are just common sense, after all—no magic or mystery about them. In fact," he smiled, "we are running a sort of Obvious Adams advertising department, or trying to."

Probably that is true. The writer has always been of the opinion that you can't have too many men of the Obvious Adams type in business anyhow; and he came away from his interview with the firm opinion that you can't have too many men with the business vision, and ability to put that vision into practice, possessed by Jones of Kodak.

Pacific Mills Are Prosperous

The net sales of the Pacific Mills, Boston, Mass., for the six months ending December 31, 1917, the second half of their fiscal year were \$18,923,227—an increase of \$705,009 over the first half of the year and \$345,000 larger than the total overturn in the year 1915. The gain for the last year was 30.6 per cent over 1916. Net profits for the year were \$4,473,508—more than 50 per cent better than in 1916.

Montgomery Ward's Sales Up Eighteen Per Cent

The sales of Montgomery Ward & Co., Chicago, for the year 1917, were \$73,512,645 as compared with \$62,044,336 a year ago. On the 1917 business the company made net profits, after charging all administrative expenses, including depreciation of \$5,419,668.

THE
Young Judaeen
announces its
PASSOVER NUMBER

THE YOUNG JUDAEAN is the most popular—because best edited—juvenile Jewish magazine published in the United States.

THE YOUNG JUDAEAN is live and virile, breathing a healthy Jewish and patriotic spirit.

THE YOUNG JUDAEAN is the official organ of Young Judaea—a national organization, comprising 650 boys' and girls' clubs.

THE YOUNG JUDAEAN is used in hundreds of Jewish religious schools in New York, Chicago, Philadelphia, Boston, Baltimore, Cleveland and other large cities.

Forms for Passover Issue Close
March 1st

Louis Ehrlich
Advertising Manager.

THE YOUNG JUDAEAN
44 East 23rd St., N. Y. City

VENUS PENCILS



AMONG the
17 VENUS

perfect black de-
grees ranging
from 6B softest
to 9H hardest,

you'll find the best pencil
you ever used.

Five short length trial
samples and Venus Eraser
FREE.

Please enclose 6c stamps
for packing and postage

American Lead
Pencil Co.
205 FIFTH AVE.
NEW YORK



"Victory" Bread Trade-Mark Assigned to Hoover

A striking illustration of the patriotic co-operation of business men with the Food Administration is found in the selection of the name "Victory Bread" to characterize all bread containing 80 per cent or less wheat flour.

After this name had been decided upon by the Food Administration, it was learned that the same word had just been registered by the Schulze Advertising Service, which is affiliated with the Schulze Baking Company of Chicago. The Schulze company had already prepared an advertising campaign on Victory Bread and had opened negotiations with many bakers throughout the country to make use of the name in connection with the Schulze Service.

The Food Administration telegraphed to the Chicago firm explaining the situation, and Paul Schulze, of the company, promptly wrote this brief but significant reply: "Victory is yours."

A letter immediately followed stating that the Schulze Advertising Service would gladly assign to the Government all rights to the name "Victory Bread," permitting the Food Administration to use the words in any manner, with no strings attached.

William Evans, manager of the Schulze Advertising Service, also offered his personal assistance in working out the plan, utilizing his experience of many years in promoting advertising campaigns to bakers.

Hart, Schaffner & Marx Have Good Year

The net surplus of Hart Schaffner & Marx, Chicago, for the year ending November 30, 1917, after deducting for taxes and stock payments, was \$564,411 against \$562,571 for the previous twelve months. The profit this year on capital invested was equal to 8.71 per cent as compared with 9.75 per cent a year ago.

C. A. Colburn With American Optical Co.

C. A. Colburn, formerly publicity manager for Kibbe Brothers Company, confectioner of Springfield, Mass., has been appointed assistant advertising manager of the American Optical Company, Southbridge, Mass. He succeeds H. P. Sigwalt, who has enlisted in the army.

To Direct Liberty Loan Publi- city in Chicago

Wilbur D. Nesbit, vice-president of the Wm. H. Rankin Company, Chicago, has been appointed publicity director of the Seventh Federal Reserve Bank District for the Third Liberty Loan. He succeeds Charles H. Schweppe, who has been made vice-chairman of the executive committee.

Retail Economies Urged

It is reported that the Commercial Economy Board of the Council of National Defense is about to ask retailers in all cities with populations over 2,500 to restrict deliveries to one a day. A conference to discuss the matter was held in Washington, January 15, and was attended by the representatives of the Councils of Defense in all states east of the Mississippi. Other measures to be urged are the elimination of special deliveries and restriction of returned goods and C.O.D. privileges. The smaller cities are asked to install co-operative deliveries wherever possible.

The Commercial Economy Board has pointed out that within the next six months this country must find 1,000,000 workers for agriculture, 400,000 for shipbuilding, 100,000 to man ships, 250,000 for transportation, and 250,000 for munitions. This will mean that many men will be taken from retail stores, and it is hoped that the installation of the suggested economies will keep the production resulting from the withdrawal of labor at a minimum.

Eighty cities now have only one retail delivery daily, and in 170 towns co-operative delivery is in effect.

Type Experts Will Address Technical Advertisers

Technical advertising men around New York will have an opportunity to hear something about type next week. The occasion will be the regular monthly dinner and open meeting of the Technical Publicity Association, Inc., to be held on February 14, at the New York Advertising Club. Frederick W. Goudy will speak on "The Romance of Type Faces" and Everett R. Currier on "Commercial Typography."

J. N. Trainer With Consulting Engineers

J. N. Trainer, Jr., formerly with the Crowell Publishing Company, New York, has become a member of Moses, Pope & Trainer, Inc., engineers of that city, and has been elected treasurer and general manager. He has also been elected secretary and treasurer of M. M. Davis & Son, Inc., Chesapeake Bay, shipbuilders.

Wheeling, W. Va., Manufacturer Appoints Agency

The Dillon Lens & Manufacturing Company, Wheeling, W. Va., has placed its account with The Richard S. Rauh Company, Pittsburgh, Pa. General publications and farm papers will be used to advertise the Dillon Multi-Vision Lens.

The *Canadian Courier*, Toronto, has been changed from a weekly to fortnightly publication.

On January 6, 1917

Our order for Illustrated Sunday Magazines was

23,000

This order has been increased until it now stands

28,200

These magazines are used with the

DAYTON Sunday News

The Sunday field in Dayton and Springfield has been developed by The News League.

NEWS LEAGUE OF OHIO DAYTON, OHIO

New York....I. A. Klein, Metropolitan Tower
Chicago.....John Glass, Peoples Gas Building

PORTO RICO, U.S.A.
a \$135,000,000 customer, in 1917 spent for

Automobiles,	\$ 1,181,353
Tires,	584,732
Breadstuffs and cereals,	10,673,491
Candy,	367,646
Electrical goods,	383,341
Fertilizers,	2,132,887
Adding machines,	20,338
Typewriters,	58,803
Shoes,	1,591,780
Meat and dairy products,	4,964,273
Paints,	268,710
Toilet soaps and preparations,	175,304
Photographs,	31,713
Photographic goods,	132,094

PORTO RICO PROGRESS
carried 400,000 lines of paid advertising in 1917.

Trade booklet and advertising rate card on request.

HARWOOD HULL, Publisher
San Juan, Porto Rico

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: 1720 Lytton Building, 14 E. Jackson Boulevard, KIRK TAYLOR, Manager. Telephones, Harrison 1707 & 1939.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

London Office: 16 Regent Street, S.W., G. W. KETTLE, Manager.

Issued every Thursday. Subscription price, three dollars a year, \$1.50 for six months. Ten cents a copy.

Foreign Postage, two dollars per year extra. Canadian Postage, one dollar.

Advertising rates: Page, \$80; half page, \$40; quarter page, \$20; one inch, minimum \$6.30. Classified 45 cents a line—net. Minimum order \$2.25.

JOHN IRVING ROMER, Editor

NEW YORK, FEBRUARY 7, 1918

Why Not Advertise the Case for Bulk Goods?

Much of the hue and cry that we hear about the extravagance of packaged merchandise is nothing more than the propaganda of people who are selfishly interested in the sale of bulk goods. Berating the package idea is their method, somewhat crude and unethical though it is, of conducting a selling campaign for their own wares.

All this puerile arguing against package goods avails nothing. The manifold advantages of packages have been amply demonstrated—not in theory alone, but by years of practical experience. The package habit cannot be stopped by argument, by ill-tempered harangues, by press agency or by enlisting the co-operation of badly-advised reformers. The package habit grew up under

conditions of free competition. The promoters of it had no monopoly on opportunity. All they did was to come fairly out in the open and to sell the package plan on its merits. Those who prefer to market bulk goods had the same chance, but they did not use it. They let their opportunity go by default. Then when the manufacturers of packaged merchandise succeeded, the bulk interests began to whine. They stood on the sidelines of enterprise and, unsportsmanlike, hurled abuse at those who were succeeding. Knocking the accomplishments of the other fellow rather than building up a constructive case for themselves, appears to be their favorite method.

There is no conspiracy on foot to down the bulk interests. For their present condition of selling impotence, they have themselves to blame. People are buying package goods of their own choice. No one is compelling them to do so. They could get bulk products if they wanted them. It all reduces itself to a matter of consumer demand. But what are those who are behind bulk merchandise doing to change demand. Ranting and fuming about packages certainly does not help the sale of their own products. Surely the bulk people must have something to say for their own goods. Is there any reason in the world why people should buy them? Well, then, why not give those reasons to the great buying public? Yes, advertise them. Instead of wailing about the extravagance of the package habit, let them put a red-blooded selling campaign behind their own goods. If they are sincere in believing that bulk merchandise is more economical, that it is just as sanitary as packaged products, and that their plan of marketing is the better, why they have something to advertise.

Educated Washington

The old antipathy between government and business is gone, burned away in the fierce fire of necessity for co-

operation between two great forces which hitherto have stood aloof. Who can doubt that it has vanished never to return? As a matter of fact, the further the Government plunges into war work, the more exactly its problems become like those which private business has always faced. That is why we now see official approval of practices undertaken in connection with war work, which have been frowned upon most emphatically when undertaken by individuals for private ends in ante-bellum days. Is it not probable that the present war experience will mean a sharp modification of the official attitude toward these same practices when peace comes and private business begins to act upon its own initiative again?

It is interesting, with these thoughts in mind, to note a recent action of our new Director-General of Railroads. In bygone years it has sometimes been whispered that Mr. McAdoo has been somewhat chilly toward advertising as a business force. It is therefore doubly worth noting that almost the first act of his official career in his new position was to create "Freight Moving Week," and to exploit it extensively from one end of the country to the other. The device he has employed is, of course, one of the dyed-in-the-wool devices of advertised businesses, and has so been used repeatedly in the past few years.

Does this action indicate a change of heart on the part of the Secretary of the Treasury? Not necessarily. It merely means, as the Latinists would say, *alter tempora, alter mores*; which might be very freely translated, "new situation, new ideas." And this is true of more than one individual in the rapidly growing circle of official Washington.

Sales Energy As business houses get themselves untangled from the maze of uncertainties into which the war revenue law

plunged them, they are finding that they have many things to be thankful for. Evidently clouds are never as dark as they seem. Financial statements that are reaching PRINTERS' INK, showing the results of the efforts of various large concerns during 1917, indicate that after all the sun has been shining behind the ominous tax cloud that has been hanging over the business community for several months.

We have before us, as one example, the general balance sheet of the National Cloak and Suit Company. The federal taxes for this organization alone are estimated at the surprising total of \$524,156.83. Huge as this assessment is, after deducting it, the company is still able to show a net profit of \$2,046,483.43, or the largest in its history. The net profits for 1916 were \$2,041,052.57, when the federal taxes were only \$41,000. To give another instance, let us examine the figures of the B. F. Goodrich Company. The reported net profits for this concern for 1917, after making an estimated allowance for income and excess profit taxes of \$2,250,000, are \$10,425,000, or a gain over last year of \$525,000.

After all the war tax takes only a certain percentage of profits, and it is consoling to learn that most of our leading business organizations are not allowing it to discourage them. They are not letting it hold back their energy. It is not keeping them from the aggressive promotion of their business. By working harder, by managing their affairs more skilfully and by striking out more fearlessly and more resourcefully in the development of their trade possibilities, any number of business men are demonstrating that war taxation, even though it is enormous, can be largely neutralized.

In the case of the National Cloak and Suit Company sales were piled up to \$27,649,537.68, or an increase over 1916 of \$6,095,306.89. Here we find that enterprise succeeded in keeping the profits up to last year's level and

besides won for the Government a handsome little war budget of over half a million dollars.

There is really no reason why taxation should impede the energy of business builders.

**The
Destructive
Critic and
the Lady
Copy-Writer**

Few things about advertising, the most kaleidoscopic of the arts, are eternal; but one of them, if we may judge by PRINTERS' INK's mail bag from day to day, is the grievance of the copy writer—and the artist—against the man "higher up." This grievance is directed in the main against the latter's allegedly "negative" attitude in criticizing work; his habit of destroying without indicating constructively the betterment which is desired; and (so runs the copy writers' plaintive moan) his automatic, thundered "No!" when a completely new and original idea shows its head.

There is room for an interesting speculation on this subject, as to the effect which the entrance of women into the copy-writing field will have. The ladies are now rapidly invading all fields of business, and the number of them who are writing copy is increasing steadily. Is it not possible that, for a time, at least, the fact that it is a lady who is the victim standing on the other side of the desk waiting for the verdict on a piece of work done will result in a rather gentler attitude of criticism? That the much-deplored negative and destructive note will be supplanted by the friendly suggestion as to how the desired facts may be handled better in the copy? And that the habit of taking a human tone, even though the one addressed is "only a copy writer," may persist to the ultimate great good of all concerned?

To be sure, the woman in business is the first to deny, and quite rightly, that she asks or expects any special privileges just because she belongs to the fifty-one per cent of the population which

doesn't smoke cigars nor put its feet on the desk. Minna Hall Simmons summed up the situation in the course of an address to the New York League of Advertising Women the other day when she said: "In the past many advertising men have told me that they would like to employ women copy writers, but one or two had impressed them as being so talkative they were fearful. However, they now realize that the large majority of advertising women are in business to succeed, and that if occasion demands they can be as silent as the Sphinx. I believe that if advertising women can impersonalize sufficiently to consider themselves persons not deserving any special privileges or kid-glove treatment, that the men are willing to forget it, too, and will treat them as fellow workers."

Miss Simmons agrees that "the copy writer and commercial artist require much more sympathetic understanding than they usually receive. Just because they are so impressionable and receptive, so are they also sensitive to praise or blame. Destructive criticism paralyzes spontaneity."

She is speaking, of course, of men as well as women; perhaps even more of men than of women! At any rate, we may discern hope in this fact: before very long, as things are now going, many of the "men higher up" will be ladies (some of them already are). When the proportional representation is even more complete, may we not look forward to a copy writers' elysium wherein the word "Rotten!" growled around the stump of an expiring cigar, will not at all constitute the last word in criticism?

Leslie-Judge Opens Seattle Office

Leslie's and Judge have opened an advertising office in Seattle, with W. F. Coleman as Pacific Coast manager, covering California, Washington, Oregon and Western Canada. Mr. Coleman has resigned as secretary and manager of the Consolidated Publishing Company, of Seattle, to go with the Leslie-Judge Company.

Jacksonville, Fla. Population, 100,000 Sunday Times-Union, Circulation 40,000

Comparison of population and circulation figures shows that there are very, very few other Sunday newspapers printed in towns of 100,000 or less which circulate as many as 40,000 copies.

The present circulation of the Florida Times-Union is the result of solid, substantial growth, and in no sense is due to army training camps in its territory or other temporary causes.

As will be seen from the figures given below, the Florida Times-Union has had the continuous and gradual growth in circulation which comes only to first-class newspapers in prosperous communities.

	DAILY	SUNDAY
Circulation one year ago..	23,720	29,575
Circulation six months ago	24,480	30,715
Circulation one month ago	30,350	37,400
Circulation Jan. 28, 1918..	32,550	40,400 (Jan. 27)

The Florida Times-Union has by far the largest daily as well as the largest Sunday circulation of any newspaper in the Southeast. A few Southern dailies with larger circulation are printed in cities with much larger populations than that of Jacksonville.

Comparisons Showing Circulation Supremacy Of Sunday and Daily Florida Times-Union

The circulation of the Sunday Times-Union in the city of Jacksonville and its suburbs (exclusive of Camp Johnston, near Jacksonville) is

GREATER THAN the number of telephone subscribers in Jacksonville (Bell and Automatic phones combined).

GREATER THAN the number of City Electric Light "Cut-Ins" (heating, power and light circuits combined).

GREATER THAN the number of City Water connections.

GREATER THAN the number of tax payers in the City of Jacksonville.

GREATER THAN the number of registered voters, not alone in Jacksonville, but in Duval County.

The circulation of the Daily and Sunday Times-Union at Camp Johnston, near Jacksonville, while less than 2,000 per day, is **GREATER THAN** the total sales of all other newspapers at the camp.

The out-of-town circulation of the Sunday Times-Union is greater than the combined out-of-town circulation of any two other newspapers in Florida.

There is but one edition daily or Sunday of the Florida Times-Union—no "bull-dog" or pre-dated editions are issued.

The Florida Times-Union's advertising rate of 5½¢ per line flat is **LOWER** per line per thousand circulation than the advertising rate of any other newspaper in this territory.

The Florida Times-Union

Jacksonville, Florida

Benjamin & Kentnor Co., Special Representatives

225 Fifth Avenue
New York City

Peoples Gas Bldg.
Chicago, Ill.

Technically Trained Writer Wanted

There is a place in our organization for a technically trained man with ability to plan and write technical or general advertising, and sales campaigns.

This is a splendid opportunity for an earnest, draft-exempt man to become a member of a solid, growing agency.

Tell us your age, your experience, and say what salary you expect. We will respect your confidence.

**"A. R.," Box 89, care of
Printers' Ink.**

On December 1st, 1917

Subscription Rates OF PRINTERS' INK

became \$3.00 per year, and \$1.50 for six months; Canadian \$1.00 per year extra; foreign \$2.00 per year extra. Single copies sell at ten cents each.

Printers' Ink Publishing Company
185 Madison Avenue, New York City

"Advertise," to Influence Washington Legislation

David Lawrence, Washington Correspondent, Believes the Best Lobby Is to Be Had in Use of Newspapers—Ascribes Woman Suffrage Victory Partially to Advertising

"NOT long ago," said David Lawrence, Washington correspondent of the New York *Evening Post*, in an address before the Advertising Club of New York, last week, "the National Woman's Suffrage Association, which was interested in getting their Federal amendment through the House, asked me to talk with the members about what they ought to do to secure the support of the Representatives. 'First of all,' I said to them, 'have you funds for advertising?' They said they did. 'Then you should buy as much space as you have money in the Washington newspapers,' I continued. 'Take space in all of them. Then put into that space what you have to say as briefly and as clearly as possible.'

"'But do you really think that this will influence the Senate and House?' they inquired.

"'They are only human beings and buy the newspapers every day. You can sell them Woman's Suffrage just as well as the merchant can sell them his goods.'

"They adopted my suggestion and conducted a fairly good campaign. The only criticism I have to make of it is that they did not get preferred positions, and therefore were not quite as successful as they were in New York State, but the advertisements did have a very good effect.

"A lot of us in Washington have felt from the beginning that the Government have not 'sold' the war to the American people. If we could have had our way we would have had the thing explained in much simpler language, perhaps, than the Government has seen fit to use. A great deal depends upon the way you

express an idea, even though it is a Government policy. It is one of the unfortunate circumstances of to-day that the Government has not yet realized that men who are absorbed, as the officials are at Washington, in running the Government do not always have the time to think of the best way to tell the public what they are doing. It is particularly important that we should have good ways of telling the people what we are doing at Washington, as there has never been a time when our Government has been so much a government of impression as it is just now. Public opinion is based entirely on the essentials of impression."

Standardized Flour in Canada

The Canadian grocery trade is keenly interested in the outcome of the new regulations, which were scheduled to go into effect January 28, standardizing all flour. All mills are compelled in the future to manufacture flour in which the standard is maintained of one barrel of flour from each 265 pounds of wheat. It is estimated that on the "first patents" the savings will be 35 pounds of grain in every three hundred. On other lines of flour the savings will be less.

What the effect of the new regulations will be on advertised, branded flours, it is too early to state. The Food Controller has not yet made public any ruling on the continuance of brand names. It is pointed out, however, that there is still plenty of good advertising ammunition in urging efficient mill processes, cleanliness, etc.

Toilet Preparations Sold by Grocers

Further evidence of the breakdown of old barriers between various types of retailers, which has been discussed frequently in **PRINTERS' INK**, is to be found in the fact that the Gerhard Mennen line of toilet preparations is now being advertised in Canadian grocery trade papers, as suitable for stocking by grocers. The current advertising copy plays up the cold cream, but also mentions shaving cream, talcum powder, shampooing cream, liquid shampoo, etc.

Ralph M. Eisenberg has been appointed sales promotion manager of Eison Litho, Inc., New York. He was lately associated in the business department of the Advertising News Company and was formerly sales and publicity manager for the Carbolineum Wood Preserving Company of New York.

RIGHT NOW

I am employed as a branch manager of a nationally advertised food enterprise whose affairs have been badly disturbed by war conditions. I can stay as long as I wish, but I prefer

A REAL JOB WITH A REAL CONCERN

as sales manager, assistant sales manager, or Chicago branch manager. I have no failures to explain. Can sell goods and direct other sellers. Am not a faddist but know how to distribute merchandise by modern methods. Can locate anywhere.

"B. R.," care Printers' Ink
1720 Lytton Building
Chicago

Manager Wanted to Handle Women Agents

We want a competent and experienced man or woman who is familiar with handling local women agents to sell toilet articles by house-to-house canvass in towns and small cities. We prefer a woman who has acted as an assistant in that kind of work, but who feels able to organize and manage such a department herself. The opportunity is unusually promising for someone who can take hold and make good with a long-established and responsible company. Address "Legol," Box 90, care Printers' Ink.

The Little Schoolmaster's Classroom

THE Schoolmaster never saw a saw advertisement that he liked any better than the current full page of Henry Disston & Sons. The story of the old carpenter is true to life and as interesting as news. Anyone who knows mechanics knows how much attached they are to their "pet tools." This is the sort of copy that you read easily and unconsciously. The argument for Disston saws is

know it is a good advertisement just because it is! Whether it or any other saw advertisement will make a great deal of consumer demand may be questioned, but there's no doubt about its creating "consumer acceptance."

The Schoolmaster and his associates retail so many ideas from other sources for the Classroom's benefit that he sometimes likes to learn from the outside that his own organization is not without an idea or two of its own.

The gentleman who keeps you posted on when our mutual association is near an end, except for that \$2 (beg pardon, \$3) has just received a pat or two on his back for a little idea that seems good enough to pass along, and so we're giving him a "write-up."

One of the bouquets is from the Sun Life Assurance Company of Canada, and as it explains itself, will bear repeating:

"By this mail we are sending your return post card in connection with renewal of subscription.

"In connection with post card referred to, please allow me to

compliment you upon the fact that you used a card with a Canadian stamp. This is the first instance I have personally come across of a United States firm giving this degree of attention to its return postcards. Most of those that come to my desk bear United States stamps."

While this, from A. J. Denne, of Smith, Denne & Moore, Limited, Toronto:

DISSTON SAWS AND TOOLS



"I've never sawed with anything but a Disston"

Sixty-three years ago, this veteran carpenter bought his first Disston saw. He is still using it.

His name is Charles H. Fields. He lives in Brooklyn. He was born seventy-nine years ago—one year before Henry Disston manufactured the first Disston saw.

In his sixteenth year, young Fields finished his apprenticeship in Rye, New York. By that time the foreign make of saw which had been popular with American carpenters, had practically disappeared before the economical competition of Disston saws.

The young carpenter promptly added both a Disston square and a Disston cross-cut saw to his equipment. In those days he had to go into the woods, fall his own trees, square them off, cut them into lengths, and finish them himself.

Thirty years ago, he added a new Disston hand saw to his collection. It's a "78." He still calls it his "new Disston." But he has never abandoned his sixty-three-year-old Disston. It is his "oldy."

The saw that has stood faithfully by old carpenters through thick and thin for generations after generations is a good saw for you to buy.

You will find Disston saws in the hands of three out of every four carpenters everywhere. The great edge-holding Disston blade, made of fully tempered Disston crucible steel, has made thousands of Disston saws last a lifetime in the hands of thousands of industrious members of the carpenter's trade.

Talk to nearly any well-known carpenter in your neighborhood and he will tell you the interesting history of his Disston saw.

Disston saws and tools are sold by all progressive hardware dealers in your locality. Send for the free Disston Handbook of Saw. It contains many valuable suggestions on the care of Disston saws and tools.

HENRY DISSTON & SONS, Incorporated
P.O. BOX 100, PITTSBURGH, U.S.A.

Exclusive Rights: Canada, Great Britain, France, Germany, Italy, Japan, Mexico, Russia, Sweden, Switzerland, U.S.A., and all other countries.

MORE INTERESTING, PERHAPS, THAN REAL NEWS

there, of course, but it isn't obvious or blatant; it is neatly concealed in the story of how Charles H. Fields has used the Disston products. The diagrammists would probably have a hard time drawing a diagram or chart of this advertisement, showing how it moves from attention to interest, to belief, to action, but then a piece of copy as good as this doesn't have to be charted. We

Over Thirty Years

of successful business qualifies us to handle the most difficult photo-engraving work.

Every practical process of reproduction in colors or black and white. Schedule service for advertisers.

PHOTO-CHROMOTYPE ENGRAVING CO.

920 Race Street

Philadelphia

I NEVER THOUGHT OF THAT



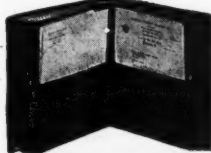
W. C. Horn, Bros. & Co., (Est. 1898) 541-547 Pearl St., N. Y. City
Please send me Desk File, No. 9, 10, 11, (cross out any not wanted), with the understanding that same may be returned within 10 days if not satisfactory. I enclose \$ P 1-2A

Name _____
Address _____

HORN Instant DESK FILE

keeps the papers on all pending matters in compact, convenient form—Instantly accessible, indexed A to Z in the case of No. 10; 1 to 31 in No. 11; and with celluloid-covered removable index tabs for special classification in No. 9. The pocket pages hold papers securely but without gripping.

No. 10, \$2.25, has 28 pocket pages; No. 11, \$2.50, has 32; and No. 9, \$2.00, has 16. Over-all size, 10 1/2 x 12 inches. Many other styles, all sizes, in free catalog. Ask your dealer or send coupon.



**FREE TRIAL
OUR RISK**

If the Walter Camp of Selling were to pick an "All American" Salesman's Team, he'd place this man sure. He wants to join a big advertising agency with New York City headquarters as the salesman of their product.

Qualification: Has never sold advertising. Was star man of the two organizations for which he has worked. University graduate. Age 40. He is an all-wool American. Married. Has earned big money (and saved a good part of it). Health perfect. Wants opportunity to prove himself. Will talk salary afterwards. If you want someone to reach the big prospects, you should meet him.

"X. Y.," Box 88, care of Printers' Ink

It Doesn't Preach Get the big little book
—It Shows How. written by
 Barnard J. Lewis and endorsed by leading authorities as the most practical expression of sound typographical ideas ever produced—

"How To Make Type Talk"

Send \$1.00 and if you don't find it worth a lot more than that we'll refund your money.

The Stetson Press 195 Fort Hill Sq.
 BOSTON

CAUTION:

Applicants for positions advertised in **PRINTERS' INK** are urged to use the utmost care in wrapping and fastening any samples of work addressed to us for forwarding. We are frequently in receipt of large packages, burst open, in a condition that undoubtedly occasions the loss of valuable pieces of printed matter, copy, drawings, etc. Advertisers receiving quantities of samples from numerous applicants, are also urged to exercise every possible care in handling and returning promptly all matter entrusted to them.

PRINTERS' INK acts in the capacity of a forwarder, as a matter of service to both subscriber and advertiser, and where extremely heavy and bulky bundles are addressed in our care, it will be appreciated if the necessary postage for remailing is sent to us at the same time.

"The writer is pleased to congratulate you on enclosing a Canadian reply post card—that is one bearing Canadian postage. Very few United States firms ever think of this detail. We get many circular letters with stamped, addressed envelopes and post cards included, and they all have the United States stamps, which, of course, are no good at all.

"We might, however, point out that the two cents on the printed post card include the war tax, so that your extra cent is returned herewith."

Some reciprocity, say we.

* * *

The Schoolmaster received not long ago a form letter from a farmer. The letter was badly filled in, and rather "messy" in general appearance, but the copy was so good that it sold the Schoolmaster a barrel of apples when he had not the slightest idea of making such a purchase. Here is the letter, which, by the way, was from a man whom the Schoolmaster had never heard of before:

"If you have a real New England fondness for good apples, you will welcome a chance to get a winter's supply direct from the New Hampshire hills.

"Good No. 1 Baldwins are selling up here by the barrel for about what you would have to pay for a small box of Western fruit. Our apples may not be quite as large, but their flavor is fine.

"You know the Baldwin is about the best keeping apple there is. We like to sell our apples direct to the folks who eat them, for such trade comes back year after year, and we both gain by saving the middleman's profit.

"We have only one grade,—the best—as it don't pay to pick poor apples this year. They are all sound No. 1 apples, fine color, and free from any imperfections to start decay. We hope you will lay in a few barrels. We are picking now, and it would be better to ship them right off, as every handling hurts the apples

and a freeze may come soon. So if you want to knock the high cost of living, mark what you can use below, and mail it to me right away." * * *

Speaking of copy, the Schoolmaster ran across a sign up in Massachusetts the other day that was about as all-inclusive as any piece of copy he has ever seen. The sign was in the window of a second-hand store, and it read:

**We Buy Everything
and Sell What We Buy.**

What have you to sell?

Only one other thought could be added: "What do you want to buy?" And that question was asked by the window display!

* * *

In releasing labor for war duties, the Schoolmaster believes it isn't necessary to disband organizations and to stop all regular work, as some seem to think. This strikes at the very heart of business, and instead of simplifying our economic problems, complicates them. The sensible, patriotic thing to do is to spare fundamentals, to retain the basis of enterprise and the instrumental-

AMERICAN MOTORIST

**LARGEST CIRCULATION
IN MOTORING FIELD**

With quantity plus quality advertisers get in American Motorist an exceptional advertising medium circulating in every State in the Union among actual car owners and dealers. Circulation 62,000—88% paid-in-advance subscription—100% mail subscription—no news-stand sales—no subscription solicitors—non-returnable. \$500 increase in mail subscription for last six months.

MAIN OFFICE:

RIGGS BLDG., WASHINGTON, D. C.

Member Audit Bureau of Circulations



EDDEXO MAP PINS
Glass Head
Color Will Not Peel or Scratch Off
Solid glass heads. Steel points. Stay where you put them. Sales—16 colors. Color runs all the way through.

Maps For Sales Plans
Entire U. S. or any state, county, or city. To show sales, costs, profits and other vital statistics. Send 30c, stamps or coin for Big Sample Package containing Map Pins and other Map marking devices, sample EDDEXO Map Mount, Charting Papers, Curve Cards, and our booklet for Executives, "Graphic Presentation of Facts".

Our map pins—
saves time
Booklet alone sent free if desired.

EDUCATIONAL EXHIBITION CO.
225 Custom House St., Providence, R. I.

The Rapid Electrotpe Co.

W. H. KAUFMANN, President and General Manager

Makers of all kinds of Advertising Plates and Trade Cuts, including Stereotypes and Mats, by the wax or Dr. Albert Lead Mold Process. Sole owners of U. S. Letters Patent on Aluminotype.

New York Cincinnati Chicago
The Largest Makers and Distributors of Advertising Plates in the World

REFERENCES:—Any five national advertisers you may think of. If you ask them, you will, perhaps, find that several of them already know what Rapid's Service means.

To get better Advertising co-operation from dealers TALK WITH **Heegstra**

H. Walton **HEEGSTRA** Inc.—MERCHANDISING—25 E. Jackson Boulevard, Chicago

"GIBBONS Knows CANADA"

Liven Your Printing!



SELLING AID CUTS insure better returns — high-class artwork at cost of plates only. Attractive, dignified illustrations for putting more pull in house organs, sales bulletins, ginger talks, enclosures, folders, letters, postcards, circulars, dealer helps. Send 25c today for cut book and *thirty-two free plans for using cuts* — rebated on first order.

Selling Aid, 609 S. Clark St., Chicago.

Use Lantern Slides for



Advertising

They are like business cards. They suggest the company and its goods. The screen is the best advertising medium. Unique Slides add punch to any display. Write to us.

UNIQUE SLIDE CO.
717 Seventh Av., N.Y. City

**Manufacturers, Publishers
or Agencies Requiring an
Able**

Advertising Man

May communicate to advantage
with S. J. E., Care First National
Bank, Powhatan Point, Ohio

MARTINI

PRINTING CRAFTS BUILDING
461 EIGHTH AVE., NEW YORK

**POSTER
& COLOR
ADVICE**

Printing

Typography that will make
your advertising attractive.

SERVICE that will help
tell your story convincingly.

Charles Francis Press

PRINTING CRAFTS BUILDING
Elighth Ave., 33d to 34th St., New York City

LEPAGE'S
GLUE HANDY
TUBES
WILL MEND IT

ties that sustain our industrial and commercial life.

We can, however, eliminate all wastes. We can stop doing the tasks that really produce nothing. We can cut out red tape. We can shorten processes and become more direct in our methods. Room for economies of this kind can be found in practically every occupation and in nearly every business.

Recommendations recently sent out by the National Association of Credit Men to its members show the possibilities in this direction. Here are the rules that it promulgated:

"1. That checks received in the course of merchandising, and unimportant letters and communications, be not acknowledged.

"2. That every dispensable and non-productive office or business device or system that can be released without decreasing the real abilities of the business be suspended during the war.

"3. That credit departments shall not inquire of other departments in unimportant cases, and that promiscuous and merely general inquiries be discontinued."

Such economies disturb nothing vital, and at the same time they will release a great deal of labor.

Leaves Burroughs for Agency Work

W. B. Hall, who has been connected with the advertising department of the Burroughs Adding Machine Company for the past three years, has joined the copy staff of the Carl M. Green Company, of Detroit.

Owen B. Winters, formerly with the Chalmers Motor Car Company, of Detroit, has resigned from the Carl M. Green Advertising Company, of that city, to join the Erwin & Wasey Company, of Chicago.

J.M.CAMPBELL

Preparation of copy for *AD*
Advertisers. Compilation of data
on which to base permanent
advertising policies.

171 MADISON AVE., NEW YORK
Telephone Murray Hill 4394

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost forty-five cents a line for each insertion. No order accepted for less than two dollars and twenty-five cents. Cash must accompany order. Forms close Monday preceding date of issue.

HELP WANTED

Semi-monthly business paper desires space writers in all large cities. Reports wanted on markets, general trade conditions and also news items on the industry. Box 740, P. I.

Positions open for experienced booklet editors. Ability in designing especially attractive booklets is required. Address W. G. Parker, World Outlook, 150 Fifth Ave., New York City.

Advertising and write-up man. Capable of planning and assisting with sales of advertising campaigns. Please state age, experience and salary. Southam Press, Limited, Montreal, Canada.

Artist—Agency wants man to lay out, sketch and suggest ideas for national advertising. Salary \$30 to begin—increased as warranted. Write full details. Box 737, care of Printers' Ink.

Man, draft-exempt, required to develop advertising department with engineering specialty manufacturer near New York. Applications are invited from forceful copywriters with successful records able to handle trade-paper copy and catalog matter. Fine opportunity for man of education and ability to PRODUCE. Qualifications and salary desired to be submitted in first letter. Box 742, care of Printers' Ink.

Advertising and Mail Order Man

Wanted who has the ability to develop business for a printing, lithographing and bindery concern. Must be resourceful and have practical common sense ideas that will lead to non-competitive stuff. California concern. Give experience, salary and full particulars. Box 731, care Printers' Ink.

Well-organized Middle West advertising agency, established eighteen years and handling large national accounts, wishes to add to Copy Staff a thoroughly competent writer—one capable of planning and handling complete campaigns, preparing sensible, snappy, sales-making copy for advertisements and trade literature. Applicant must have agency experience, good references and be able to show samples which demonstrate ability. In answering state salary desired and give full details regarding experience. Permanent position for right man. Box 738, care of Printers' Ink.

ARTIST—Send ten of your best samples; pen and ink, wash lettering, etc., general agency class of work. Write full qualifications in application letter, stating experience and salary expected. Big opportunity for fast, capable man. Address L. L. Sargent, Art Director, Southwestern Advertising Company, Oklahoma City, Oklahoma.

Big Opportunity

For experienced trade journal advertising solicitor to become associated with a growing publication in clothing field as eastern representative, with headquarters in New York City. Salary and commission. Give in detail your qualifications and experience. Also references. Address Box 746, care of Printers' Ink.

Agency Advertising Solicitor Wanted

Experienced in the national field; special proposition to one controlling accounts; backing of strong, long-established agency, particularly efficient in planning and merchandising selling campaigns. Address Box 739, care Printers' Ink.

Young man wanted to start at bottom of advertising business, selling classified advertisements for larger New York newspaper, to see what sort of a future he can work out for himself.

The work will be hard, hours long, and first earnings small. But the opportunity to learn the advertising and modern newspaper business, and to advance in salary and responsibility, is exceptional.

Only the most promising candidate—obviously willing to give his entire time and energy to the work, to go through a long period of advertising selling training, to be able to master the most difficult obstacles—will be considered. Apply, giving age, education, nationality and three references, to Box 730, care of Printers' Ink.

Experienced classified advertising salesman wanted. Only one whose record clearly proves that he can sell the bigger and more important accounts in classified advertising in New York need apply. State age, experience, last salary, nationality, education and references. Box 729, care Printers' Ink.

WANTED

A high-grade man to represent large manufacturers of card and paper specialties in New York City. Acquaintance with local printing trade and appreciation of the possibilities in the printing and advertising field are essential. State past and present affiliations, education and age. Must be draft-exempt. Box 736, care Printers' Ink.

MISCELLANEOUS

The Chicago Tribune offers for sale its outfit of labor-saving 2-point brass leads and 6-point brass slugs, which has recently been discarded. Will sell in lots to suit needs of large or small offices. Here is an opportunity to obtain brass labor-saving material considerably under current market prices. Send list of your needs to Purchasing Agent, the Chicago Tribune.

WANTED—Second-hand cylinder press, good condition, to take as maximum a 38x50 sheet. Must be standard make and in good condition. Purchaser will pay cash. Address, Box 728, care Printers' Ink.

For Sale—Class Publication

Established weekly; greatly in demand by advertisers and readers; room for great expansion. Controlling interest in Corporation for sale. No liabilities; \$5,000 will more than buy interest and leave good working margin. Reason for selling, other business requires full time. Box 752, care of Printers' Ink.

Wanted by Prominent Manufacturer of Machinery—Assistant to Publicity Manager of well-organized advertising department, having its own printing plant.

Applicant must have a mechanical engineering college education or its equivalent. Must be of good presence and possess initiative. Work comprises the writing of advertising copy, catalogs, service literature, direct advertising literature and the writing and delivery of semi-technical lectures.

State fully, age, experience, present remuneration and give references. All communications will be treated confidentially.

Address Box No. 749, care of Printers' Ink.

WANTED

Linotype machine, No. 18 or 19. Cash paid to one having a bargain. Address Box 733, care of Printers' Ink.

POSITIONS WANTED

Advertising and write-up man. Capable Energetic young executive, technical training and analytical powers; making good and open for larger opportunity. Box 741, care Printers' Ink.

I have time available for advertising, selling or editorial work, in all of which I am experienced and capable. Any part-time proposition considered. E. C. Reigel, 200 Fifth Ave., N. Y.

ARTIST

Young woman with experience in lettering, laying out advertisements and general commercial work seeks connection with A-1 agency. Box 751.

Who Needs a Young Copywriter?

Three years' experience, good education. Understands engraving and printing; capable of executing details. Reasonable salary. Box 755, P. I.

Position wanted—Young woman, several years' creative advertising experience—periodical, booklet, house-organ copy. Thorough knowledge engraving, printing, typewriting. Box 744, P. I.

Experienced, Successful Adv. Solicitor 11 years' exp. newspaper & magazine. Prep. college graduate. Executive ability, desires position as adv. solicitor; asst. mgr.; age 26. Present salary \$50. Box 754, care of Printers' Ink.

DEPARTMENT MANAGER

Young woman with valuable experience in employment and correspondent work desires change. At present connected with large publishing house. Box 748.

Advertising Manager

A woman, now employed, wishes to make change. Qualified to take full charge of all the advertising, preparation of booklets, etc., of a small concern, or as assistant to the advertising manager of a large corporation. Address Box 745, Printers' Ink.

WANTED—Position as Assistant to Advertising Manager of the Biggest Organization Selling Things That Women Buy or Homes Need.

Capable woman, for past ten years has worked with prominent corporations specializing in mail order, catalog, booklet and follow-up work. In this connection has handled all copy, art work, printing and mechanical details. Enthusiasm—judgment, merchandising sense.

Will travel or locate in any large city. Address Box 747, Printers' Ink.

Woman copywriter; as adv. mgr. or asst. Experienced in women's apparel; will consider any line, or agency. Thorough knowledge layouts, cuts, drawings; also art training. Box 756, Printers' Ink.

Idea Man, Layout and Production

Holding down a position with an agency which has degenerated from a "job" in a "cinch." I want to change. First-class designer, thorough knowledge of layout, makeup and engraving. 34 and married. Salary \$50. Box 734, care of Printers' Ink.

LETTER WRITER—Specialist in Optimistic Messages to salesmen and Inspirational Sales Bulletins to Dealers! Now first assistant to a \$30 000-a-year Business Optimist. Good Will Builder who adds interest, optimism, inspiration and enthusiasm to ordinary copy. Creative writer and Idea Man at liberty to assist some live Sales Manager. Address Box 735, Printers' Ink.

An Exceptional Individual

Local war conditions make change of business necessary for versatile, high-class physician, 37 years old; been director of successful sanitarium in Middle West city seven years; broad education, initiative, tact, strong personality; a real thinker; has done considerable writing and developed a mail order business; thorough student of business psychology, salesmanship, efficiency methods and advertising; best references; available about March 1st; wants hard work, responsibility and good salary. What have you to offer? Box 750, care Printers' Ink.

Young married man, now employed, wishes position as advertising manager or with large agency. Twelve years' editorial, advertising, publicity and executive experience. \$5,000 to start and good prospects. Box 732, P. I.

YOUNG MAN, high school graduate, alert, ambitious, possessing a knowledge of printing, engraving and advertising soliciting, desires a position of responsibility in an organization where managing ability and three years' advertising experience in the small magazine and farm paper field would qualify him. Willing to travel. Excellent references. Mail your inquiry to Box 753, P. I.

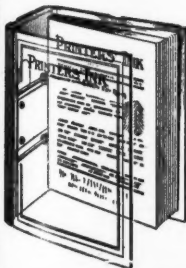
8 Years' Experience 30 Years' Intelligence 100% Loyalty

For Hire

Agency Copy and Plan Man wants to make final change. A *real* man's place with a strong, progressive Agency. His specialty is planning, preparing and producing campaigns—complete from idea to proof. His experience covers national magazine, newspaper, direct-mail and dealer work. Accustomed to handling art-work, engraving and printing. Virile—single—draft-exempt—and SOUND. As Copy-Man in some big Agency or Copy-Chief in one not so big—would be an unusually valuable addition to your Service-Staff. For detailed information and convincing proofs, address Box 743, care P. I.

Binders for PRINTERS' INK

***65 Cents Each—Postpaid**



PRINTERS' INK binders will hold an average of ten copies each. Figure five binders for a year's copies. Each issue as received, can be securely fastened in the binder, by a very simple arrangement, and will open like a book, with all inside margins fully visible.

Made of heavy book board, insuring durability. Covered with strong black book cloth; lettered in gold.

PRINTERS' INK PUBLISHING COMPANY

185 MADISON AVENUE

NEW YORK

*Where two or more are ordered at the same time, the price is 60c. each.

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RUSSIANS READ WILSON'S WORDS ON BILLBOARDS

Washington, D. C., Jan. 10.—[Special.]—Edgar G. Sisson, formerly city editor of THE CHICAGO TRIBUNE, is directing the dissemination throughout Russia of President Wilson's propaganda designed to counteract German influences.

Mr. Sisson, who came to Washington last spring as associate chairman of the committee on public information, was sent to Russia by the president two months ago. The first reports of his activities have just reached Washington.

Mr. Sisson found at once that only a small fraction of the people could be addressed through the Russian press. He, however, hit upon the scheme of erecting giant billboards in cities and villages, whereon he caused to be inscribed passages from the president's speeches on the war and particularly on the friendship of the American republic for Russia and the dangers of German designs upon the Russian nation.

Mr. Sisson's billboards, it is reported, created a sensation throughout Russia. They were surrounded by crowds from the start, the literate peasants reading the inscriptions to their illiterate brethren.

Jan. 11, 1918
Chicago Daily Tribune

OUTDOOR ADVERTISING is "The Medium of the Masses"

Thos. Cusack Company

CHICAGO

NEW YORK

Largest Advertising Company in the World

J. Walter Thompson Company

Purchased for

SYLPHO-NATHOL

five pages of Advertising in the Rotogravure Section of The Chicago Tribune in the year 1917.

Your spring sales plans should include Rotogravure advertising.

The Chicago Tribune

(The World's Greatest Newspaper)

(Trade Mark Registered)